



## CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: Request from Lodi District Chamber of Commerce for Visitor Center Funding

MEETING DATE: March 6, 1991

PREPARED BY: City Manager

RECOMMENDED ACTION: That the City Council review the attached request and take action as deemed appropriate.

BACKGROUND INFORMATION: At its regular meeting of February 21, 1990, the City Council heard the initial request from the Chamber of Commerce for funding for the establishment of a Visitors' Center. Prior to this meeting, the matter was reviewed at the "Shirtsleeve" session of January 23, 1990. Attached (Exhibit A) is a copy of this year's request submitted by the Chamber of Commerce totaling \$42,000.

At the time of the approval of the allocation last year, the City Council requested that a performance review be conducted at the end of one year for the purpose of evaluating this expenditure in terms of results achieved. Chamber of Commerce Executive Director Mike Bradley advises that this information will be presented orally at Wednesday night's meeting.

FUNDING SOURCE: Hotel/Motel Tax Fund

Respectfully submitted,

Thomas A. Peterson  
City Manager

TAP:br

Attachment

CCCOM152

APPROVED: \_\_\_\_\_

THOMAS A. PETERSON  
City Manager





EXHIBIT A

*Lodi*

DISTRICT  
CHAMBER OF COMMERCE

February 26, 1991

Mayor David Hinchman  
City Council Members  
City of Lodi  
221 West Pine Street  
Lodi, CA 95240

*Originals to  
be inserted in  
Tomb & all  
Council Member  
files*

Dear Mayor Hinchman and City Council Members:

The Lodi District Chamber of Commerce relocated its office to a new facility in September 1990. Our new location allows us the opportunity to develop a more visible visitor's center, reach more people, and provide more information. A new Chamber committee, dealing with tourism, is developing goals and action plans that will complement the development of the visitor's center.

Currently the visitor's center is staffed with a fulltime receptionist and various brochures, maps, and information for walkin visitors or phone inquiries. Phone requests for information include mailing items as well as answering questions as part of the phone call. Volume of walkin visitors and phone calls will grow as plans from the tourism committee are implemented.

Tourism is California's second largest industry. We see an exciting opportunity for local businesses and the city to benefit from our activities at the visitor's center and from tourism development. Because there is mutual benefit, and because the Chamber serves a function that would fall to the city, we request continued funding from the city to assist the Chamber in continuing development and staffing of the visitor's center. Attached is a recap of funds utilized in 1990 and our request for 1991.

Sincerely,

*Deanna Enright*

Deanna Enright  
President





VISITOR CENTER, LODI DISTRICT CHAMBER OF COMMERCE

	<u>1990 ACTUAL</u>	<u>1991 REQUEST</u>
1. <u>ITEM</u> PERSONNEL RECEPTIONIST 90% SECRETARY 20% EXECUTIVE DIRECTOR 5%	16,195	16,800
2. PERSONNEL TAXES/INSURANCE	4,665	4,200
3. TRAVEL/SEMINARS GOVERNOR'S CONFERENCE/TOURISM OTHERS AS AVAILABLE	2,320	1,600
4. OFFICE SPACE 500 SQ. FT./\$500/MONTH	6,000	6,000
5. UTILITES/PHONE	3,650	2,400
6. POSTAGE	3,000	3,000
7. OFFICE SUPPLIES/EQUIPMENT (1990 - FURNITURE)	10,350	4,000
8. PRINTING "LODI" BROCHURE, ECONOMIC PROFILE, ANNUAL CALENDAR OF EVENTS, MOTEL/ RESTAURANT GUIDE, REVISED VIDEO, ETC.		4,000
TOTAL	\$ 46,180	\$ 42,000
(RECEIVED)	42,000	



# Marketing Research Training Talbot & Associates

March 6, 1991

Subject:            PROPOSAL TO OPERATE THE LODI VISITOR CENTER

Talbot & Associates is a marketing, research and training firm. We design and develop comprehensive marketing and public relations plans. Talbot & Associates have over 20 years experience in this arena.

We appreciate this opportunity to submit our proposal to the Lodi City Council.

## SCOPE OF SERVICE

### I. PLAN DEVELOPMENT/IMPLEMENTATION:

#### Task 1.1    Develop a Comprehensive Marketing Plan:

- A. Meet with the members of the City Council and Staff, City Boards and Commissions, members of the Lodi Business Community and other groups to develop marketing and public relations strategies to promote Lodi to people within and outside the general area.
- B. The plan will include ways to create and promote reasons for people to leave Highway 99 and I-5 and come into Lodi.
- C. The marketing plan will be designed to benefit, promote and unify all segments of the Lodi community.

#### Task 1.2    Visitor Center Location:

- A. The Visitor Center should be located where people coming into Lodi can find it, with easy ingress and egress.
- B. The Visitor Center site must have ample parking.

#### Task 1.3    Visitor Center Operating Times And Staffing:

- A. The Visitor Center will be open on weekends, evenings and selected holidays to accommodate the weekend traveler and vacationers during peak travel seasons.
- B. Exact operating times and staffing will be determined by Visitor Center use.



Task 1.4 Merchandising:

- A. Work with Lodi merchants and businesses to develop a promotional packet.
- B. Design a informational package that can be disseminated to visitors and people wanting information on Lodi and the surrounding area.

Task 1.5 Plan Preparation:

The information developed in Tasks 1.1 - 1.4 will be documented in a report and presented to the City Council and Staff, and the Lodi Business Community.

II. COMPENSATION:

If retained, Talbot & Associates will perform in a workman-like-manner, all of the services outlined above for \$40,000.00.

Consultant will prepare and submit a written Agreement which will set forth the duties and obligations of each party.



#121 *SL*

CITY OF LODI  
SPECIAL ALLOCATION REQUEST

TO: Finance Director

DATE: March 7, 1991

FROM: City Clerk

PROJECT NUMBER: 134.0-001.02-621

Request is made for funds to accomplish the following project which was not included in the current budget:

Description of Project	Estimated Cost
Additional funding for balance of 1990/91 Fiscal Year to the Lodi District Chamber of Commerce for a Visitors Center	
Funds to be allocated from the Hotel/Motel Fund	\$14,000

(If you need more space, use additional sheet and attach to this form)

Date of Approval - 3/6/91 Amount Approved - \$14,000

Council XXXXX City Manager

FUND OR ACCOUNT TO BE CHARGED

Current Budget	\$	Prior Year Reserve	\$
Contingent Fund	\$	General Fund Surplus	\$
Capital Outlay Reserve	\$	Reimbursable Account	\$
Utility Outlay Reserve	\$	Other (Election)	\$
Hotel/Motel Tax Reserve	- \$14,000		
General Fund Operating Reserve			

Account Number

*Robert H. Holm*  
Robert H. Holm, Finance Director

*Alice M. Reimche*  
Alice M. Reimche,  
City Clerk

Submit this form in duplicate to the Finance Director. Distribution after approval will be as follows: 1) Originating Department 2) Finance Department



CLAIM VOUCHER

CITY OF LODI, CALIFORNIA

Finance Department  
221 W. Pine St., P. O. Box 320  
Lodi, CA 95241

Date 3/6/91

Issued To

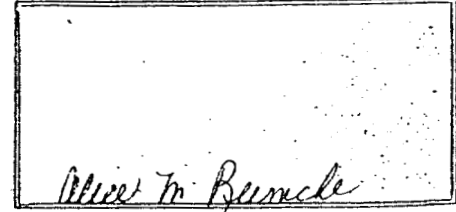
• Lodi District Chamber of Commerce  
• Lodi, Ca  
•

Requisition \_\_\_\_\_

Account No. \_\_\_\_\_

Department \_\_\_\_\_

Function \_\_\_\_\_



QUAN.	UNIT	DESCRIPTION	UNIT PRICE	AMOUNT
		<i>Additional funding for balance of 1990-91 Fiscal year to the Lodi District Chamber of Commerce for a Visitors Center</i>		<i>\$14,000</i>
			Total	<i>\$14,000.</i>
Distribution of Claim			Date Paid	
			Warrant Number	AMOUNT

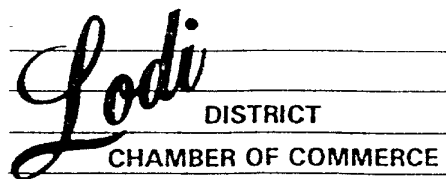


Lodi

*Compliments of:  
Lodi District Chamber of Commerce*

500755





**1991**

**PLAN  
OF  
ACTION**

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## **BUDGET & FINANCE DIVISION**

*Mary Anne Poore\*, Vice President  
(Kirsten, Poore\* & Company)*

### **Budget & Finance Committee**

- Fund Raising (Consider Outside Consultants)
- Monitor Building Task Force Efforts
- Oversee Chamber's Finances
- Prepare Expenditure Statement for City Funding Proposal

### **Flea Market Committee**

- Review Marketing Strategy
- Increase Net Income by 10%
- Review and Evaluate Entire Program

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## **MEMBERSHIP ACTIVITIES DIVISION**

*Connie Lorz, Vice President  
(Quality Business Service)*

### **Ambassadors Committee**

- Organize Operation Welcome
  - Develop Greater Participation in Monthly Membership Coffees
  - Promote Two General Membership Luncheons
  - Participate in Membership Drive
  - Help Retain Members Through Personal Contacts
  - Attend Member Ribbon Cuttings and Grand Openings
- 
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- Organize and Conduct Annual Golf Tournament
  - Recognize an Ambassador of the Year

### **Business Promotions Committee**

- Coordinate Annual Dinner
- Organize a Mini-Trade Show Mixer (May)
- Organize a "Shop In Lodi" Advertising Campaign (For Year Round Shopping)
- Conduct a Business Roundtable Event (To Discuss Business Development)
- Provide Bartenders for Monthly Mixers
- Conduct Fashion Show (November)
- Sponsor Car Show (September)
- Promote Lodi at Special Events Through a Business Development Plan

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## **ECONOMIC DEVELOPMENT DIVISION**

*Robert Maus, Vice President  
(Bank of Stockton)*

### **Agribusiness Committee**

- Conduct Grape Day
  - Sponsor Agribusiness Award
  - Have Agribusiness Speakers at Monthly Meetings
  - Sponsor 4H/FFA Booster Program Through Local Support
  - Take Active Stand on Political, Water and Other Agribusiness Related Issues Affecting the Lodi Area
- 
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### **Economic Concerns Committee**

- Business Retention and Expansion
  - A) Inventory Available Office Space
  - B) Conduct Survey
  - C) Make Recommendation on Survey Results
  - D) Permit Process/Zoning
- Examine Environmental Issues
  - A) Air Quality
  - B) Water/Sewer Infrastructure
- Educational Programs (Seminars)

### **Industrial Relations Committee**

- Conduct Industrial Barbecue
- Scholarship Program
- Conduct Seminar for Industry Benefit
- Promote Positive Media Efforts by Involving Local Media Representatives
- Conduct City-Wide Industrial Tour

### **Tourism Committee**

- Contact Local Business Involved in Tourism Industry
  - Hold Roundtable Discussion to Determine Committee Action
  - Re-do Lodi Video
  - Promote Local Wineries and Other Tourist Attractions, i.e. Micke Grove Zoo, Museum, etc.
  - Assist in Promoting Parks & Recreation Programs, i.e. Attracting ASA Softball Tournaments
- 
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## **GOVERNMENT & BUSINESS RELATIONS DIVISION**

*Eileen St. Yves, Vice President  
(The Beaute Place)*

### **Government & Transportation Review Committee (GTRC)**

- Legislative Oversight and Advocacy
- Study and Analyze Local, State, and Federal Legislation Affecting Business
- To Influence Public Policy at the Local Level on Transportation and Governmental Issues
- To Address Any and All Legislative Issues Recommended by Chamber Committees
- To Present Position Recommendations on Ballot Issues
- To Conduct Public Office Candidates Televised Forum (During Election Years)
- Continue to be Pro-Active vs. Re-Active

### **Education Committee**

- Infuse Career Education Into K-12 Curriculum
  - Work With the Lodi Unified School District to Improve Basic Skills Education (Review and Evaluate)
  - Encourage Educators to Use Speakers Bureau
  - Seek Gold Card Sponsors for 1992
  - School/Business Partnership Development (Create Additional Partnerships Where Possible)
  - Scholarship Program-Obtain Additional Funding
- 
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- Provide New Educators Welcome Social
  - Multi-Cultural Awareness Workshop
  - Conduct Business & Education Roundtable Program

## **MISSION STATEMENT**

To influence public policy and foster a climate in which business can operate profitably, and to encourage and promote positive, well-balanced economic growth through business development.

**LODI DISTRICT  
CHAMBER OF COMMERCE  
1330 S. HAM LANE  
P. O. BOX 386  
LODI, CA 95241  
(209) 367-7840**

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# BUSINESS ACTION REPORT

DISTRICT CHAMBER OF COMMERCE

1330 S. Ham Lane

Lodi, California

(209) 367-7840



Volume 16

March 1991

Number 2

## MacLean to Address SB 198

Recently passed California Legislation (SB 198) requires



all California employers to establish and maintain effective injury prevention programs. These programs must be written and must include the following elements according to Section 10.6401.7 of the California Labor Code: 1) An identified person or persons responsible for implementing the program. 2) An inspection program or system to identify and

evaluate workplace or worksite hazards on an on-going basis. 3) Established methods and procedures for correcting unsafe or unhealthful conditions in a timely manner. 4) A safety training program to ensure that training is provided in these two areas: (a) General training to cover hazards basic to all places of employment; (b) Specific training to cover hazards that are unique to each employee's job assignment. 5) A system to communicate with employees about safety and health matters and to encourage feedback on safety concerns from them. 6) An enforcement and disciplinary system to ensure that employees comply with company safety and health work practices.

Don MacLean, Managing Director of the San Joaquin Safety Council, will serve as guest speaker addressing SB 198 at the Chamber's membership luncheon, Friday, March 15, 1991, 11:30 a.m., at the Woodbridge Golf & Country Club. The cost of the luncheon program is \$10.00 per person for members and \$12.00 per person for non-members. Call the Chamber at 367-7840 to make your reservations.

### Inside This Issue.....

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## Chamber Divided On Smoking Ban

After the hard-fought battle for smokers' rights, the Lodi City Council voted to implement a ban on smoking in public places city-wide. This included any enclosed building where the public might gather. Enacted November 6, 1990, the new ordinance also included restaurants, coffee shops, and other small businesses.

Since the ordinance went into effect, the impact on small business has been of concern to the Chamber. Following review of the issue by the Chamber's Government and Transportation Review Committee, it was determined that as many businesses that were in favor of the smoking ban, there was a like number in opposition. The Committee debated the issue with little success of agreement on either side. Hence, a no-win situation for Chamber involvement.

Now that public emotion has settled, and people are beginning to get used to the idea of putting out their cigarettes before entering restaurants, what has been the impact on business since the ordinance became law last November?

After interviewing a cross section of restaurants, coffee shops, dinner houses, and fast food chains, the results were somewhat unchanged from the Committee study.

Of the twenty-three establishments polled, the conclusion agrees with the Chamber's earlier opinion that the business community is divided on the issue. Family restaurants did not appear to be against the no smoking ban as a group, but two did complain. With regard to dinner house restaurants, all were opposed. Several complained that customers were not willing to spend thirty or forty dollars for a meal unless they could light up afterwards. Fast food chains all liked the smoking ban.

By in large, those surveyed were divided on the smoking ban. Still an emotional issue for some, two restaurant owners refused to even discuss the issue. As one restaurant owner put it, "It's a done deal. After a time, we will be back to normal."

*(Continued on page 8)*





**"Do we have your support. . .?"**

**Deanna Enright  
President**

They say time flies when you're having fun. Looking at the calendar and seeing it is already March tells me I must be having a whale of a good time. It is exciting to see 10 committees actively working on providing educational speakers, informational seminars, networking, fund raising, and looking at opportunities to be of assistance to our 800 members.

I am impressed with the commitment of Board members, vice presidents, committee chairs, and committee members. We have solid support from the Chamber staff. Do we have your support...interest...concern...input?? We thank you for your financial support as members, but I am asking for more. Not money, but information.

Because I jumped into the presidency of the Chamber rather quickly and unexpectedly, it has taken me these first 2 months to get a clear picture of what the Chamber is doing today.

I think the Chamber is at the threshold of opportunity as we look to the 90's. We have a new location, ample space to grow, the visitor's center, the existing program of action and ongoing business of the Chamber. But we have concerns. Some of these are financial - the cost of operations and future capital needs. Other concerns are related to members' expectations and the needs of the community and the surrounding area.

Lodi, and the Chamber cannot operate in a vacuum. We must look around us and to the future. It cannot be business as usual. I want to take time this year to particularly do long-term planning. I will be personally calling on members this year to gather information on your concerns and interests. If you would like to talk to me, please call 369-2426, ext. 3003. I would welcome your call.

We know the issues on the horizon -- water, growth, waste disposal, air quality, housing, education, land usage, etc. All of these issues will effect Lodi and they will effect your business. The Chamber of Commerce must be involved in the ongoing process of dealing with these issues. It is an exciting opportunity and I look forward to talking to you as we all move into the future.

## 17 Represent the 1991 Leadership Class



The Leadership Lodi Steering Committee recently made the final selections for the 1991 Class of Leadership Lodi.

Following a thorough review of the applicants, all seventeen individuals were accepted into the second class of the Chamber's Leadership Lodi program.

It is the intent of the Steering Committee to select a cross-section of our population, by education, race, age, and occupation. This diversity, within each student group, assists in a more meaningful interaction and learning experience.

Those accepted into this year's class are: Dodie Aggerholm (Dee Nietschke Real Estate), Joanne Allen (Bank of Lodi), Steven Bultman (Cella Barr Associates), Judith Clemons (State of California - E.D.D.), Garry Duncan (Duncan, Duncan & Associates), John Fabing (General Mills, Inc.), Phil Felde (Farmers & Merchants Bank), Leonard Freitas (M.C.I. International), Emanuel (Mono) Gerialis (California Waste Removal Systems), Ken Gini (Midas Muffler & Brake Shop), Shara Guerrette (Guerrette Marketing & Advertising), John Kramer (County Mortgage), David Main (Lodi Police Department), Dorean Rice (Credit Bureau of Lodi), Frank Ortiz (Lodi Fire Department), Cory Semer (Grupe Realtors), and Maria Serna (Lodi Unified School District).

Nominations for selection to the Leadership Lodi

*(Continued on page 8)*



**GUERRETTE MARKETING & ADVERTISING**

*Lodi's single resource for marketing direction  
and creative solutions*

Advertising • Brochures • Direct Mail • Catalogs  
Annual Reports • Newsletters • Logos • Publicity  
Marketing Workshops • Research

368-7111

1806 W. Kettleman Lane ☞ Suite C ☞ Lodi



## Governor's Conference on Tourism Goes Global

"Going Global With The California's" sets the theme for the eighth annual Governor's Conference on Tourism, March 6-7, 1991 in Sacramento, the Office of Tourism announced.

"California's tourism industry has expressed enthusiastic support for the 1991 conference," stated Flo Snyder, director of the California Office of Tourism, "and looks forward to welcoming the new administration."

The conference begins on Wednesday morning, March 6, with an update and preview of the State's 1991/92 tourism marketing program followed by the opening day luncheon -- "A Global Affair", a special presentation by the United States Travel and Tourism Administration. Seminars on tourism marketing conducted by industry experts will be held throughout the afternoon.

On Thursday, March 7, the California Tourism Corporation (CTC) presents "National Issues Forum: Polishing the Golden Image" featuring a panel of nationally recognized experts who will discuss marketing challenges as they apply to California destinations, gateways, advertising and promotions. Introduced by J. Phillip Keene III, CTC executive director, the forum will be moderated by Alan Fredericks, vice president/editor-in-chief, TRAVEL WEEKLY.

Ray Hirning (Best Western Royal Host Inn), chairman of the Chamber's new Tourism Committee, encouraged members of his committee to attend this "informative, educational event."

Representing Lodi at this years conference will be Ray Hirning (Best Western Royal Host Inn), Raetta Schatz (R&R Travel) and Donna Koehnen (marketing director of the Lodi Chamber).

Upon their return from the conference, each attendee will provide their view as to the future development of tourism in Lodi.

## Members to Host Membership Coffees

Each month, members of the Lodi Chamber of Commerce open their businesses to the entire membership for morning membership coffees. These businesspeople realize the benefit of networking with other members in a small, relaxed atmosphere.

Please note a time change for coffees. Beginning in March, all coffees will begin at 8:00 a.m. instead of 8:30.

Mark your calendars with these upcoming coffee dates and locations:

- March 1 - Snappy Lube, 500 E. Kettleman Lane
- April 5 - Diet Center, 330 S. Fairmont, #2
- May 3 - Bank of America, 700 W. Kettleman Lane
- June 7 - Kirsten & Poore, 431 S. Ham Lane, #B
- July 5 - Arbor Convalescent Hospital, 900 N. Church Street
- August 2 - Medical Arts Pharmacy, 1121 W. Vine Street
- September 6 - Century 21 - Collins Realty, 2401 W. Turner Road, #300
- October 4 - Henderson Bros. Co., Inc., 21 S. Sacramento Street
- November 1 - All State Insurance-Keith Land, 1806 W. Kettleman Lane, #K
- December 6 - Catalina, 701 N. Stockton Street

Thank you to all members who sponsor coffees. Your continued support is always appreciated!!

### SIGN UP NOW!!

Don't miss out! Sign up now for your space at the Mini Trade Show Mixer, Wednesday, March 27, 4:00 - 8:00 p.m., Hutchins Street Square North Hall.

Booth Size - 11' X 11'

Booth Price - \$125.00

Call 367-7840 Today!!

### DAVID L. DUNCAN

CERTIFIED PUBLIC ACCOUNTANT



1820 W. Kettleman Lane  
Post Office Box 2029  
Lodi, California 95241-2029

Lodi (209) 339-0100  
Stockton (209) 465-0100

### Schaffer Suess & Boyd, REALTORS®



BROKER PRINCIPALS:

Ben Schaffer, Ivan Suess,  
Ken Boyd

122 N. Church St., Lodi, CA  
368-5311 462-8054



5 Locations  
in  
Lodi



## Leadership Lodi

(Continued from page 2)

program are open to all individuals seeking to enhance leadership skills, their knowledge of the community and who are willing to contribute their individual talents to the betterment of the City of Lodi. Only individuals willing to make a sound commitment were asked to apply.

Participants are expected to attend ALL sessions. Failure to attend at least seven of the nine programs will jeopardize graduation. It is expected that the participant plans to remain in the Lodi area for at least three years upon completion of the program. The object is to build an informed group of potential leaders who stand ready to support the community.

## Retailers -- Did You Know??

*AB 4124, Chacon. Advertising.*

This bill made it unlawful to advertise a price that requires the buyer to send a coupon to the manufacturer for a cash rebate unless the price actually paid to the person selling the item is clearly and conspicuously advertised along with the final price with the coupon.



*AB 2693, Eastin. Employment: itemized wage statements: penalties*

The law requires every private employer, at the time of each payment of wages, to furnish each employee with an itemized statement in writing showing specified information, and to keep these records for at least 3 years.

An employer failing to provide this itemized statement or keep these records is subject to a civil penalty in the amount of \$250 per employee for the 1st violation and \$1,000 per employee for each subsequent violation. The Labor Commissioner will have the discretion not to penalize an employer for a first violation which was due to a clerical error or inadvertent mistake.

***It's the Law!!***

## Mark Your Calendars!!

**Tuesday, March 12** - Grand Opening/Ribbon Cutting, Waffle Shop/Country Cooking, 224 N. Ham Lane, 8:30 a.m.

**Friday, March 15** - Membership Luncheon, Guest Speaker, Don MacLean, San Joaquin Safety Council, Woodbridge Golf & Country Club, 11:30 a.m. - 1:00 p.m. \$10.00 per person. \$12.00 per person (Non-Members). Call 367-7840 to R.S.V.P..

**Tuesday, April 2** - Spring Legislative Conference, Sacramento, \$88.00 per person. Call 367-7840 for reservations.

## Smoking Ban

(Continued from page 1)

	# Polled	In Favor	Opposed	No Response
Fast Food Chains	6	4	0	2
Coffee Shops/Cafe's	4	2	2	0
Dinner Houses	4	0	4	0
Family Restaurants	9	6	2	1
<b>Totals</b>	<b>23</b>	<b>12</b>	<b>8</b>	<b>3</b>

As to what the Chamber can do to overcome the loss of business, Economic Concerns Committee Chairman Bob Johnson suggested, "Let's put together a campaign to promote Lodi as a city where you can enjoy a good meal in a clean air atmosphere."

Several of those businesses polled felt privately that the smoking ban was a great idea, but for business reasons, the ban has been attributed to the temporary loss of business. It was felt, however, that after a few more months, business will be back to normal.

**The Lodi Chamber  
supports our troops  
in the Persian Gulf!!**

BUSINESS ACTION REPORT (USPS 123-410)

Published monthly by the  
Lodi District Chamber  
of Commerce, 1330 S. Ham Lane  
Lodi, California 95242

Subscription rate: \$10.00  
per year, (included in  
membership dues.)

PUBLISHER: DEANNA ENRIGHT  
EDITOR: MIKE BRADLEY

Second Class  
Postage Paid  
At Lodi, CA 95240



# April 1991

SUN	MON	TUE	WED	THU	FRI	SAT
	<b>1</b> 10:00am Volunteer Leaders Summit, Sacramento	<b>2</b> Spring Legislative Conference, Sacramento	<b>3</b> 7:30am Econ. Conc. Comm. General Mills, Inc.	<b>4</b> 7:30am Ldrshp. Lodi Steering, Chamber Office	<b>5</b> 8:00am Mbr. Coffee, Diet Center, 330 S. Fairmont 12:00pm G.T.R.C. Chamber Office	<b>6</b>
<b>7</b>	<b>8</b>	<b>9</b> 7:30am Flea Mkt. Comm. Chamber Office 12:00pm Ag. Comm., Chamber Office Leadership Lodi Program, Carnegie Forum	<b>10</b>	<b>11</b> 8:00am Bud. & Fin., Chamber Office	<b>12</b> 7:30am Exec. Comm., Chamber Office	<b>13</b>
<b>14</b>	<b>15</b>	<b>16</b> 5:15pm Brd. of Dir., Chamber Office	<b>17</b> 7:30am Bus. Promo., Chamber Office	<b>18</b> 7:30am Ind. Rel., Chamber Office	<b>19</b>	<b>20</b>
<b>21</b>	<b>22</b> Western Days Promotion	<b>23</b>	<b>24</b> 8:00am Amb. Comm., Chamber Offi 5:30pm Mixer, Bank of Lodi, 701 S. Ham Lane Western Days Promotion - Woodlake Plaza	<b>25</b> 7:30am Educ. Comm., Chamber Office Western Days Promotion - Downtown Lodi	<b>26</b> Western Days Promotion - Vineyard Sh. Ctr.	<b>27</b> Clements Stampede
<b>28</b> Clements Stampede	<b>29</b>	<b>30</b>	<b>LOOK FOR THESE UPCOMING EVENTS!!</b> May 5 - Flea Market May 6-10 - Small Business Week Programs: May 7 - Marketing Seminar May 8 - Management Seminar May 9 - Customer Service Seminar			

Call 367-7840 to RSVP!



# March 1991

SUN MON TUE WED THU FRI SAT

					1 8:00am Mbr. Coffee, Snappy Lube, 500 E. Kettleman 12:00pm G.I.R.C. Chamber Office	2
3	4	5 Leadership Lodi Program	6 7:30am Econ. Conc., General Mills	7 7:00am Retail Roundtable Session 7:30am Ldrshp. Lodi Steering, Chamber Office	8	9
10	11	12 7:30am Flea Mkt. Comm. Chamber Office 12:00pm Ag. Comm., Chamber Office	13	14 8:00am Bud. & Fin., Chamber Office	15 7:30am Exec. Comm., Chamber Office 12:00pm Memb. Luncheon, Wdbrdg. Golf & C. C.	16
17	18	19 5:15pm Brd. of Dir., Chamber Office	20 7:30pm Bus. Promo., Chamber Office	21 7:30am Ind. Rel., Chamber Office	22	23
24	25	26	27 8:00am Arb. Comm., Chamber Office 4:00pm Mini Trade Mixer, Hutchins Street Square	28 7:30am Educ. Comm., Chamber Office	29	30
31 HAPPY EASTER!!						

Call 367-7840 to RSVP!



## Business & Professional Directory

These Listings are Paid Advertisements

### **Advertising**

Valley Outdoor  
Advertising.....463-7360

### **Agribusiness**

Bruce A. Mettler.....369-4905

### **Alarms**

Valley Burglar & Fire  
Alarm Co., Inc.....943-5292

### **Automotive**

Lodi Rebuilders.....334-0427

### **Banks**

Security Pacific National  
Bank.....368-5302

### **Bookkeeping/Taxes/Notary Public**

Quality Business  
Service (QBS).....333-8488

### **F & I Bookkeeping &**

Tax Service (Spanish  
Translating).....333-1773

### **Car Washes**

Reilly's Buggy Bath  
Car Wash.....334-6144

### **Cellular Phones**

Sak-Tel.....333-2222

### **Clothing**

"A Little Extra"  
Boutique.....333-3353

Express Yourself.....333-2309

### **Computer Dealers/Software**

ABC Computing.....334-0646

### **Construction/Contractors**

CSB Development, Inc..369-6998  
Diede Construction.....369-8255

### **Construction Inspection**

Keith A. Lund  
Construction Inspec-  
tion Services.....367-1630

### **Conveyor Equipment**

Material Handling Group...333-1994

### **Dance & Theatre Arts**

The Dance Theatre School.368-6336

### **Deli/Catering**

California Gourmet Deli.....333-0660

### **Developers**

The Arismendi Corp.....463-9855

### **Electrologists/Hair Removal**

April Hittle.....368-6920

### **Farm Equipment**

Valley Vineyard &  
Orchard Supply.....368-8595

### **Financial**

Bregman Financial &  
Insurance Services.....367-0930

Fireside Thrift.....368-5385

### **Gift Shops - Wholesale/Retail**

Victoria West.....367-1414

### **Insurance**

Tim Bertsch Insurance  
Northwestern Mutual.....368-1156

Farmers Insurance/Nyla

J. Mc Intyre.....334-6942

Federated Insurance.....333-0596

New York Life Insur-  
ance/Alex Modehn.....368-5521

### **Interior Designs**

Patricia's.....334-5880

### **Janitorial Service**

R & S Cleaning Service....476-1757

### **Laboratories**

St. Joseph's Healthcare  
Clinical Laboratory

Drawing Station.....368-8820

### **Landscape/Yard Care**

Ross-The Greens Keeper.368-0426

### **Limousine Services**

Vintage Limousine.....333-2657

### **Marketing**

Talbot & Associates..... 368-9002

### **Organizations**

Lodi Leads Club.....334-3885

### **Party Supplies/Rentals**

Topper's Party Supply  
& Rental.....367-1596

### **Petroleum Products**

Ace Oil Company.....333-0030

### **Quick Lube/Oil Change Center**

Snappy Lube, Inc.....339-0900

### **Recycling**

Tokay Recycling Center.339-4990

### **Restaurants**

Big E's.....339-4711

Togo's Restaurant.....339-0033

### **Security**

Cooperative Security....368-9793

### **Signs**

Segale Signs.....368-7461

### **Skating Rinks**

Cal Skate of Lodi.....334-0332

### **Tan & Tone**

U Tan & Tone.....367-1272

### **Travel Agencies**

All Aboard Travel.....368-8800

New Horizons Travel.....333-2763

### **Trophies/Plaques**

Custom Trophies.....369-6833

### **Wholesale**

Costco Wholesale.....478-2040

### The Lodi District Chamber of Commerce offers you three ways to advertise in the ACTION REPORT:

#### **DISPLAY ADVERTISING**

Business Card size ads - \$60.00  
per month or \$144.00 per quarter  
(three consecutive months).

1/4 page ads (4x5) - \$120.00 per  
month or \$288.00 per quarter  
(three consecutive months).

#### **ACTION REPORT BUSINESS DIRECTORY**

List your name in the Action  
Report Business and Profes-  
sional Directory. For only \$75.00  
per year your name will be listed  
in the Directory.

#### **FLYERS**

Insert a promotional flyer in the  
Action Report. You supply 950  
flyers (8 1/2 x 11) and we do the  
rest. \$60.00 per month or  
\$144.00 per quarter (three  
consecutive months.)

For information on how you can advertise in the ACTION REPORT,  
contact the Chamber Office at 367-7840.



## Around Town.....

The **CENTRAL SIERRA BANK** has earned the distinction of being named a Super Premiere Performing Bank by the state's leading banking authority, the Findley Reports. Central Sierra, which opened a branch office in Lodi in 1984, was also designated a Premiere Operating Bank in 1987, 1988, and 1989. Banks are judged on capital, return on assets, growth rates, amount of loans written off, and return on equity after tax.

Dr. Sam Swofford, assistant superintendent (**LODI UNIFIED SCHOOL DISTRICT**) has been appointed to the statewide Personnel Administration Committee of the Association of California School Administrators.

Dr. Swofford will serve a 2-year term on the committee which is charged with providing leadership, direction, clarification, and understanding of personnel practices.

Bob Young was promoted to general manager of the **ELKHORN COUNTRY CLUB**. Also at the club, Ron Cropley was named head golf professional, Mary Murillo was promoted to manager of member services in the food and beverage department, Peggy Kroutwick was hired as banquet manager and Helen Brennan was named club secretary.

Leonard Bull (**SCHAFFER, SUESS AND BOYD REALTORS**) has been elected chairperson of the San Joaquin County Parks and Recreation Commission. Bull represents the 4th district.

Paula Raddigan has been named development director for the **MICKE GROVE ZOO**. Raddigan will be responsible for promoting zoo activities, fundraising, marketing, and advertising.

*(Continued next column)*



701 South Ham Lane  
Lodi, CA 95240

Telephone:  
209/367-2000

## Welcome New Members!

**Valley Outdoor Advertising**

1242 N. Filbert

Stockton, 95205

Representative: Mike Georguson

**The Arismendi Corporation**

777 N. Pershing Avenue #2B

Stockton, 95203

Representative: Bonnie Trost

**Tim G. Bertsch Insurance**

221 W. Oak Street

Representative: Tim Bertsch

**Cal Skate of Lodi**

512 N. Cherokee Lane

Representatives: Jim & JoAnn Jolman

## Around Town

*(Continued)*

**PACIFIC BELL** has announced that it is offering free installation of custom calling services from now until April 15 to business and residential customers. Features covered by the promotion include call waiting, conference calling, call forwarding, intercom plus and speed calling. Installation charges generally cost \$5 a feature for residential hookups and \$6 for businesses.

Robin Knowlton has been promoted to assistant marketing manager at the **STOCKTON SAVINGS BANK**.

Knowlton, who was formerly the product manager, will be responsible for overseeing public relations, advertising and promotional programs.

**KELLY TEMPORARY SERVICES** would like to invite the businesses of Lodi to help celebrate Kelly Week. Please stop by their Open House on March 12 from 4:30 - 6:30 p.m., 310 S. Crescent Avenue, Suite B. 333-1444.

Duncan Sprague  
Commercial Manager



James E. Griffith  
Commercial Sales

*The Power of The Rock*  
In Commercial Real Estate

**The Prudential**  
Aladdin Real Estate



330 S. Fairmont Ave., Suite 1  
Lodi, CA 95240

Bus. 334-2141 Bus. 948-6171  
FAX 334-4947

An Independently Owned and Operated Member of The Prudential Real Estate Affiliates, Inc.



## Mini Trade Show Mixer

Wednesday, March 27, 1991

4:00 - 8:00 p.m.

Hutchins Street Square

North Hall

125 S. Hutchins Street

**Don't miss out!! Reserve your space today. Call 367-7840.**

Booth Size - 11' X 11'

Booth Price - \$125.00

No-Host Bar Free Admission Hors d'oeuvres

## Spring Legislative Conference

for Business and Chamber of Commerce Leaders

Tuesday, April 2, 1991

Sacramento Community Convention Center

Cost: \$88.00 per person  
(includes conference, all materials, lunch and legislative reception)

Call Chamber Office (367-7840) for further information and reservations

Sponsored by the California Chamber of Commerce

## Lodi Chamber's Semi-Annual Flea Market/Antiques Arts & Crafts Fair

Sunday, May 5, 1991

Lodi Grape Festival Grounds  
413 E. Lockeford Street

**We Need You!!!**

**Call the Chamber to volunteer for a day of fun!**

## Membership Luncheon

"SB 198 - California's New Safety Law"

featuring

Don MacLean

Managing Director, S. J. Safety Council

Friday, March 15, 1991

11:30 a.m.

Woodbridge Golf & Country Club

\$10.00 per person

Reservations must be made no later than 3/13/91. (367-7840)

Detach and return lower portion to Lodi District Chamber of Commerce, P. O. Box 386, Lodi, CA 95241

3/91

Yes, I would like to attend the following:

Membership Luncheon - SB 198

\_\_\_ seat(s) @ \$10.00 each = \$\_\_\_

Mini Trade Mixer

\_\_\_ exhibit spaces @ \$125.00 each = \$\_\_\_

Do you require electricity? \_\_\_ Yes \_\_\_ No

Spring Legislative Conference

\_\_\_ reservations @ \$88.00 each = \$\_\_\_

Semi-Annual Flea Market

\_\_\_ Contact me! I want to volunteer my time.

For further info., call the Chamber at 367-7840.

All cancellations must be received 72 hours in advance.

### Reservation Form

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ Day Phone \_\_\_\_\_

Visa/MC # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Please make checks payable to: Lodi District Chamber of Commerce



# The Small Business ADVOCATE

The action newsletter uniting the legislative efforts of more than 168,000 California businesses. Information provided by California Chamber of Commerce, P.O. Box 1736, Sacramento, CA 95812-1736, (916) 444-6670. March 1991.

## State Health Care Legislation Calls for Voluntary Option; Universal System

Health insurance mandates are surfacing again as the 1991-92 legislative session begins. The two most sweeping bills introduced so far are AB 14 (Margolin) and SB 36 (Petrus). The bills are similar to legislation carried by the lawmakers in the last legislative session.

### Assembly Bill 14

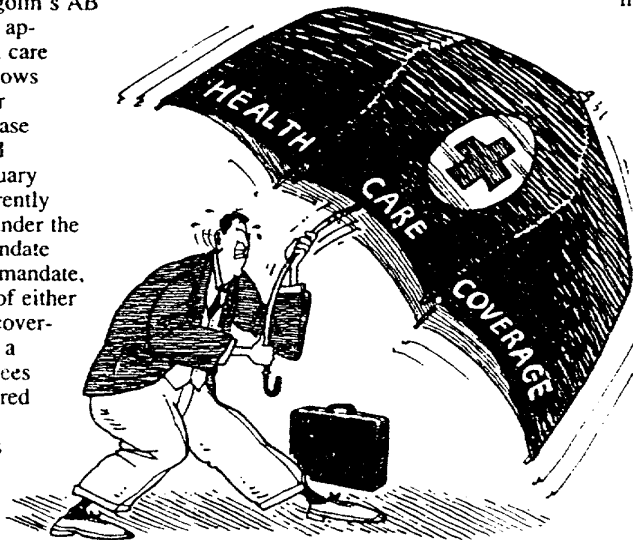
Assemblyman Burt Margolin's AB 14, represents a pay or play approach to solving the health care access problem. The bill allows for a voluntary period under which employers can purchase coverage for employees and their dependents. If, by January 1995, 90 percent of the currently uninsured are not covered under the voluntary approach, the mandate goes into effect. Under the mandate, employers have the option of either providing specified health coverage to employees or paying a payroll tax to cover employees under a government-sponsored program. The bill requires:

**Mandate.** All employers must provide health care coverage for employees and their dependents. Employees must accept coverage unless they are covered under another plan. Coverage must be continued for three months to employees who are hospitalized or prevented by sickness from working.

Large and small employers are treated differently under the proposal. Employers of 50 or fewer employees can purchase private insurance or pay an 8 percent gross payroll tax to finance coverage through the government program. Employees would pay a 2 percent tax on wages.

Employers with 50 or more full-time equivalent employees will be assessed

an adjusted premium contribution based on the highest annual premium charged in the geographic area for the specified coverage. If an employer provides coverage to employees and their dependents equivalent to the required package, they will receive a credit equal to the assessment.



### Part-time and seasonal employees.

Part-time employees are defined as working less than 25 hours a week, and seasonal workers as working less than 90 days. Large employers can opt to cover part-time and seasonal workers under the government program by paying a pro-rated payroll tax.

**Penalties.** Any employer who fails to provide the basic coverage will be liable for any medical costs incurred by eligible employees and their dependents. In addition, large employers will lose the tax credit for two years.

**Benefits:** The basic benefit package includes: payment for hospitalization and attendant services; tests and medications; surgical services; radiology and other diagnostic services; physician visits; pap smears and mammograms; sterilization; comprehensive maternity and perinatal care; emergency care; certain reconstructive surgery; preventive care for minors; prescription drugs; and specified mental health services.

The bill limits cost sharing on fee for service plans to 100 percent of the annual premium amount and copayments to 20 percent of the cost of ambulatory or elective hospital service. No copays are allowed for emergency services. Deductibles are set at \$250 annually for an individual and \$500 for a family. Employers purchasing health insurance must pay 75 percent of the premium cost for employees and 50 percent for dependents.

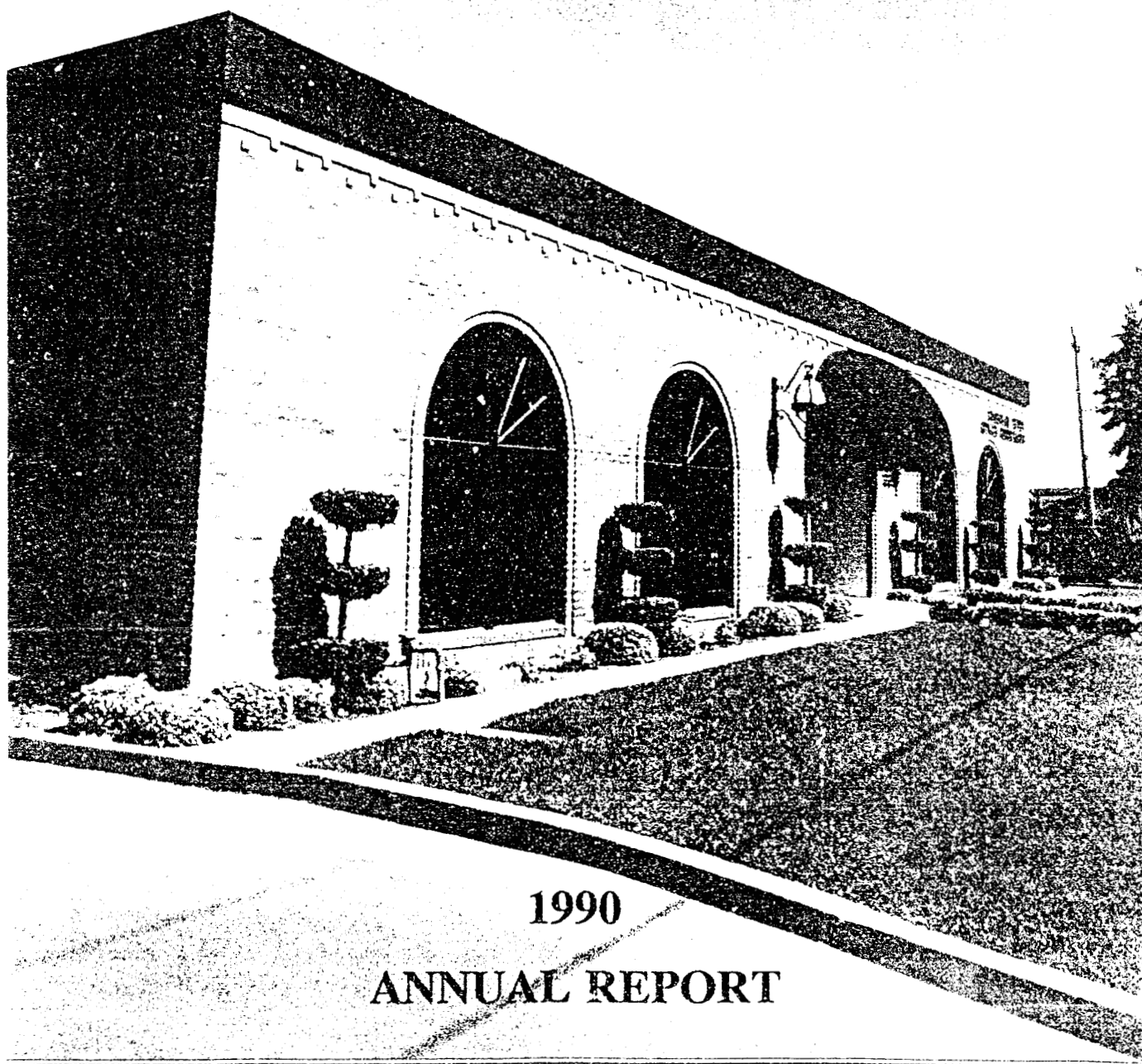
AB 14 includes data collection, underwriting reforms in the small group market, and mechanisms for limiting provider and insurer price increases.

For the provisions of AB 14 to take effect, several things would have to occur. The financing provisions would require enactment of subsequent legislation imposing the premiums or surcharges on employers. A federal exemption from the provisions of the Employee Retirement Income Security Act would come from Congress. Finally, a constitutional amendment would have to be passed during this session and approved by the voters by January 1993, exempting revenues raised from the Gann limit.



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# **LODI DISTRICT CHAMBER OF COMMERCE**



**1990  
ANNUAL REPORT**

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**"REFLECTIONS OF  
THE PAST..  
BUILDING FOR  
THE FUTURE"**

**LARRY METTLER  
1990 PRESIDENT**

The need for a larger complex, one that could house a Visitors Center and have ample office and parking space for Chamber activities and work, has been evident since the Re-accreditation review of 1986. Much discussion has been made since that date. In February, 1990, the Board voted to move to 1330 S. Ham Lane. A lease/purchase option agreement was signed, and in August, 1990, we moved into our new offices. A complex of Visitors Center square footage, offices, a board/committee meeting room has given us the needed location and size that we have been lacking.

We are encouraged by the growth we have had within the Chamber. However, funding the purchase of our new building will not be easy. The Chamber has been committed to the whole of this community since its beginning in 1923. Many of its activities benefit the entire city. We thank the Lodi City Council for recognizing this by making funds available to help the Chamber in its efforts. With increasing growth, there is an increased demand for community involvement and visitor information. There is no question that the new Chamber Offices will be utilized to their fullest. Through volunteer support, our challenge is to purchase the facility which will ultimately reduce our cost of operation.

This year has topped all past years with special events! Among many activities sponsored by the Chamber in 1990 were an Art Auction, Golf Tournament, Car Show (joint effort with the LDBA), Fashion Show, Trade Show, two Flea Markets, Industrial BBQ, and a New Educators Breakfast. In addition, we joined forces with the Lodi Recreation Department to welcome the ASA National Softball Tournament to Lodi. Not only are these activities fundraisers, they are designed to recognize and promote local businesses and the City of Lodi.

For the past several years, the Chamber has discussed the need for a community-wide leadership training program for Lodi. This program has graduated its first class in 1990! The participants have developed their individual leadership skills for the betterment of themselves, as well as the city in which they live and their places of employment. Congratulations Class of 1990!!

In closing, I would like to offer a special salute to the Chamber Ambassadors and ALL volunteers! Your special activities and extra time this past year has provided our organization with a very positive marketing effort. In addition, I hope you have benefitted by meeting many new business contacts. You all make new, as well as old members feel welcome. THANK YOU!!

## **MEMBERSHIP ACTIVITIES DIVISION**

**June Buck, Vice President**

What a great experience it has been to serve as vice president of the Membership Activities Division for the past year! The agendas of the Ambassadors Committee and Business Promotions Committee were very full. Under the capable directorship of Rose Walter and Linda Briw, these two committees accomplished their goals, and what an awesome job the committee members have done! The only way I can describe these groups is as "the best." Dedicated volunteers contributed their talents to give the support needed to fulfill the planned projects. The Chamber should be proud of these dedicated and devoted members.



The Ambassadors Committee has been involved with:

- 1) Monthly Coffees
- 2) Two Membership Luncheons
- 3) Membership Retention
- 4) Ribbon Cuttings and Grand Openings
- 5) Golf Tournament
- 6) Operation Welcome
- 7) Art Show
- 8) Car Show

The Business Promotions Committee has been involved with:

- 1) Mini Trade Show
- 2) Fashion Show
- 3) Business Roundtable
- 4) Grape Festival Booth
- 5) Mixer Attendance

These two committees have worked hand-in-hand on their projects. At the Planning Conference in October, priorities were established and the events divided between the two groups. In this manner, focus could be placed on fewer events and more volunteer support.

## **GOVERNMENT & BUSINESS RELATIONS DIVISION**

**Tom Hoffman, Vice President**

The success of the Education Committee this year can only be attributed to its visionary leadership. With an eleven-month drive, the co-chairs of this committee, Ellen Shepard and Marilyn Burns, succeeded in bringing education and business leaders together for the first time to discuss ways of tailoring today's education program to meet tomorrow's business needs. A very successful community Roundtable discussion, with business leaders and educators, concluded that vocational and career education has a definite place in the system of higher learning. Other examples of business involvement in education helped the committee build a strong foundation for future business & education efforts.



*(Continued on page 3)*



## GOVERNMENT

*(Continued from page 2)*

The Government & Transportation Review Committee (GTRC) has served, without doubt, as Lodi's outstanding business advocate, responding to a wealth of city, state, and national issues during a year that will be remembered for its abundance of political controversy. Action, on behalf of the Chamber and Lodi's business community, was taken with regard to mandated health care, alcohol tax, pesticide reform, transportation tax, as well as expressing views both publicly and to elected officials regarding many other pieces of legislation.

The committee's dedication to the community was highlighted by a televised City Council Candidates Forum, a presentation aired city-wide that placed nine candidates side by side to answer questions of community concern. Tribute for the success of this program and the many other contributions made by the GTRC must be given to the leadership demonstrated by chairman Eileen St. Yves.

## ECONOMIC DEVELOPMENT DIVISION

Under the direction of chairman Daphne Molfino, the Economic Concerns Committee started the year out by finalizing a proposal to the City of Lodi for economic development and visitors center services. Following many months of review and revision, a polished proposal was made to the city council in March which resulted in funding from the city in the amount of \$53,409.

A special presentation was made by Jim Conklin, director of the Business Council, regarding a county-wide strategic economic development program called Vision 2000. The committee will continue to monitor the development of Vision 2000 as it affects business in the Lodi area.

After a lengthy review of their program of work, the committee refocused their efforts to zero in on local economic development, (i.e. business retention), playing a more active role in industry attraction, and the recommendation to form a Tourism Committee.

In other work efforts, the Committee conducted a Business Attitude Survey to determine why businesses move to Lodi and why some leave. In addition, through this confidential survey process, businesses expressed ways in which the Chamber could be of greater assistance to them.

In an effort to ensure land availability for businesses wishing to move to Lodi, the committee took action to recommend that the Chamber encourage the city Planning Commission to increase the size of industrial land in the general plan with a subsequent reduction of the industrial reserve, provided there is no adverse economic impact on property owners.

Finally, the committee saw their 1988 work efforts come to fruition by welcoming the ASA National Fast Pitch Tournament to Lodi during the summer. This program brought softball teams from across the nation for the week-end-long event. The economic impact

*(Continued on next column)*

## ECONOMIC

*(Continued from 1st column)*

of this one event, it has been suggested, brought in more than \$1,000,000 to local merchants.

The Agribusiness Committee, under the direction of Tom Hoffman, sponsored Grape Day, featuring special luncheon speaker Jerry Vorpahl, director of Industry Affairs for the Wine Institute. In addition, Don Phillips was named the 1990 Agribusiness Award recipient.

The committee focused its efforts on the topics of food safety and pesticide use, as well as taking an active stand on legislative issues brought before them regarding ag-related issues.

Jim Schweickardt (Pacific Coast Producers) led the Industrial Relations Committee through the year sponsoring the annual Industrial Barbecue where over 400 local industrialists met for a relaxing evening of fun and networking. In an effort to address the problems of Hazardous Waste Management, the committee sponsored a seminar regarding this important issue. The committee provided two scholarships to students attending Delta College using funds raised at the Industrial Barbecue.

## BUDGET & FINANCE DIVISION

Stan Ward, Vice President

Beginning the year with 831 members marked a new era for the Lodi District Chamber of Commerce. Never had this Chamber started out and ended its fiscal year with a record high membership.

Financially, the Chamber has seen record-high revenues and expenses in 1990. With the recent expansion of office facilities and equipment, income has increased but expenses have also dramatically increased. The transition is now complete from a small office to the present offices that are now able to accommodate all committee work.

The budget target for 1990 projected an operating income of \$314,740, with expenses totalling \$313,040. The December Preliminary Financial Report indicated \$326,891 income reported with \$333,221 shown as the total annual expense. The deficit balance was attributed to the lack of advertising income and the recent increase in new office rent expense.

All in all, 1990 was a successful year. As we move into 1991, however, a careful monitoring of revenue and expenses will be expected in light of the lagging economy.





## 1990 OFFICERS

President - Larry Mettler (Arbor Vineyards), President-Elect - Mike Crum (Pacific Gas & Electric Company), Financial Vice President - Stan Ward (Reeves Insurance), Past President - Keith Land (Allstate Insurance), Executive Director Mike Bradley

## 1990 VICE PRESIDENTS

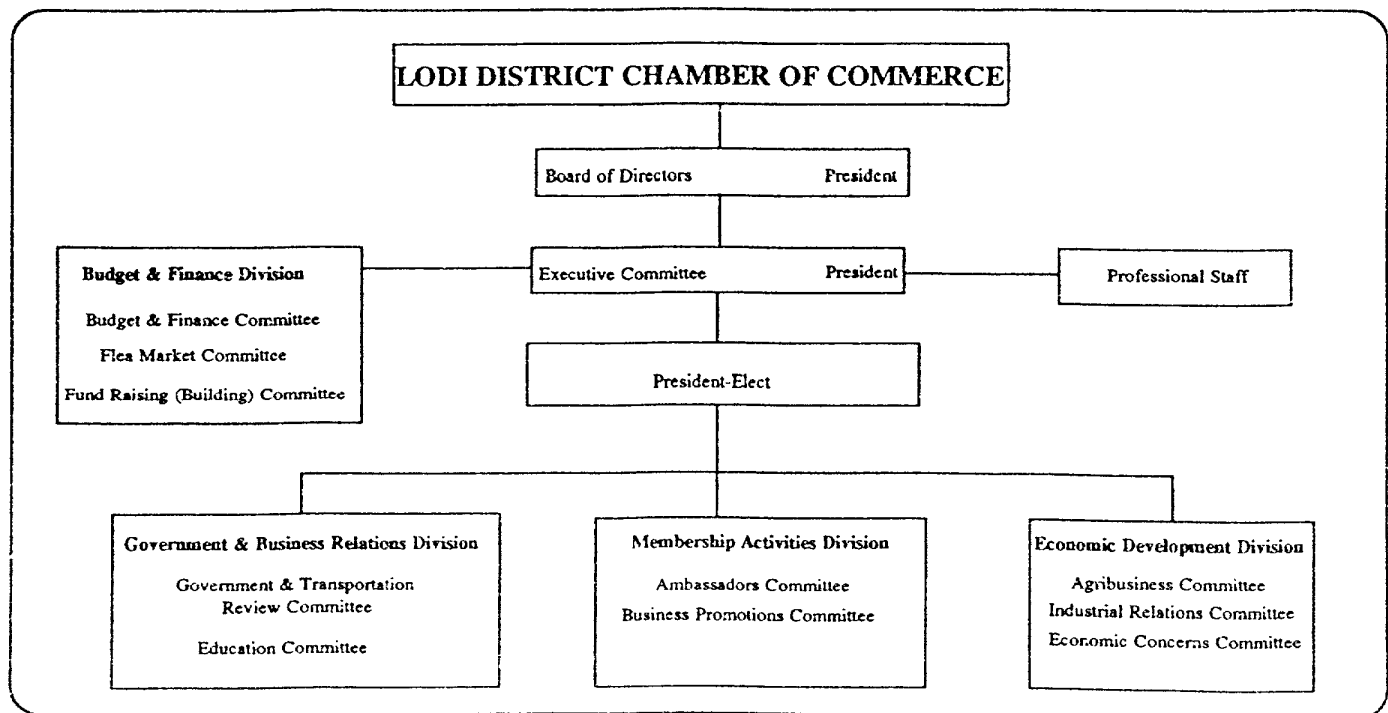
Budget & Finance Division - Stan Ward (Reeves Insurance), Government & Business Relations Division - Tom Hoffman (Hoffman Vineyards), Membership Activities Division - June Buck (June Buck Realty), Economic Development Division - Dutch Williams (Lodi Unified School District)

## REMAINING 1990 BOARD MEMBERS

Lance Ellis (Ellis Car Wash), David Vaccarezza (California Waste Removal Systems), Ray Hirning (Best Western Royal Host Inn), Michael Crete (Fountainhead), Kevin Van Steenberge (Lodi Iron Works), Mamie Starr (Lodi Unified School District), Mary Anne Poore' (Kirsten, Poore' & Company), Connie Lorz (Quality Business Systems), Gary Lund (Action Specialty Advertising), Robert Maus (Bank of Stockton)

## 1990 COMMITTEE CHAIRMEN

Ambassadors - Rose Walter (Stockton Savings), Budget & Finance - Stan Ward (Reeves Insurance), Agribusiness - Tom Hoffman (Hoffman Vineyards), Business Promotions - Linda Briw (Walter W. Cribbins Company), Economic Concerns - Daphne Molfino (Ted Molfino, Builder), Education - Marilyn Burns (Tokay Electric), Ellen Shepard (Lodi Unified School District), Flea Market - Mike Crum (Pacific Gas & Electric Company), Government & Transportation Review Committee - Eileen St. Yves (The Beaute Place), Industrial Relations - Jim Schweickardt (Pacific Coast Producers)





**City of Lodi**  
**Citizen Request To Speak at Council Meeting Card**

I Request Permission To Speak On:

Agenda Item 1. Visitors Center

Agenda Item 2. \_\_\_\_\_

Name Margaret Reed Talbot  
(Please Print)

Address 1107 Stafford St

City Lodi Zip Code 95242

Date 3/06/91

NOTE: Please submit to the City Clerk prior to the opening of the meeting.



# HOW ARE WE DOING?

In the past few years, the direction of the Lodi District Chamber of Commerce has taken a change of course to reflect the need to serve our growing business community.

We are now asking you, the member, "How are we doing?"

Please take a few minutes to complete this survey and return it to the Lodi Chamber Office, P. O. Box 386, 1330 S. Ham Lane, Suite 102, Lodi, CA 95241 by March 15, 1991.

Survey results will be published in the April, 1991, Action Report.

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1) Approximately how long have you been a member of the Lodi District Chamber of Commerce? (Check one)

☐ Less than 1 year      ☐ 6 - 10 years      ☐ 20 + years  
☐ 1 - 5 years      ☐ 11 - 20 years      ☐ Don't know

2) In what section of the community is your business located? (Check one)

☐ Downtown      ☐ Kettleman Lane      ☐ Lodi Avenue      ☐ Other  
☐ Ham Lane      ☐ Cherokee Lane      ☐ Turner Road

3) Reason for joining the Chamber? (Check one)

☐ Promote your business      ☐ Member benefits      ☐ Other  
☐ Make new business contacts      ☐ Educational seminars      (Explain on Reverse)

4) What is the size of your business (number of employees)? (Check one)

☐ 1 - 4      ☐ 14 - 20      ☐ 36 - 50      ☐ 100 & over  
☐ 5 - 8      ☐ 21 - 27      ☐ 51 - 75  
☐ 9 - 13      ☐ 28 - 35      ☐ 76 - 100

5) Indicate by a check mark those activities you attended during the past twelve months:

☐ Business After Hours Mixers (Monthly)  
☐ Committee Meetings (Monthly)  
☐ Membership Luncheons  
☐ A Business Grand Opening  
☐ A Monthly Membership Coffee  
☐ A Flea Market Volunteer  
☐ Annual Dinner  
☐ Industrial Barbecue

6) How would you describe the community image of the Lodi District Chamber of Commerce today as compared to five years ago? (Check one)

☐ Excellent      ☐ Good      ☐ Fair      ☐ Poor

7) Is the Chamber responsive to your needs? ☐ Yes ☐ No If not, why not? \_\_\_\_\_

8) Does the Chamber meet your expectations? ☐ Yes ☐ No If not, why not? \_\_\_\_\_

9) When the Chamber endorses or expresses support on a political issue, is your reaction: (Check one)

☐ Positive      ☐ Negative      ☐ No Change



10) As a member, are you aware that there are 10 standing committees in which you can become involved? ☐ Yes ☐ No

11) What subjects would you prefer to hear about at a seminar or luncheon program? \_\_\_\_\_

12) What public policy or political issue do you want the Chamber to address? \_\_\_\_\_

13) Do you want the Chamber to be more active in promoting economic development, i.e. Business Attraction, Employment Opportunities? ☐ Yes ☐ No

14) The Chamber is involved in five (5) areas of activity. In your opinion, what priority should the Chamber give each? (Rank from 1 - 5, 1 being the highest.)

- ☐ Public Policy Formation (City and County Issues affecting business)
- ☐ Economic Development
- ☐ Membership Services (Educational Seminars, Promotions)
- ☐ Visitors Center Services
- ☐ Leadership Lodi (A Community Leadership Development Program)

#### General Attitudes

15) Compared to other organizations in the community, how would you rate the Lodi Chamber on the following? (Check appropriate space for each item)

	Excellent	Good	Fair	Poor
Confidence of members in Chamber staff				
Interest in industry needs & problems				
Working to involve retail community in promoting the retail industry				
Interest in member opinion				
Planning for the future				
Keeping abreast of community changes				
Educational activities				
Membership services				
Your level of participation				
Relationship with city officials				
Communication with members				
How would you rate the "Action Report"				



16) Are you aware of Chamber services available to you as a Chamber member? (Check one)  
☐ A Great Deal      ☐ A Fair Amount      ☐ Very Little

17) Do you feel the dues structure is fair? (Check one)  
☐ Fair to All      ☐ Unfair to Some      ☐ Unfair to Most

18) Do you feel elected Chamber officers and members who serve on the Board of Directors are doing (Check one)  
☐ Excellent      ☐ Good      ☐ Fair      ☐ Poor      ☐ Don't Know

19) In your opinion, what is the most important service provided by the Chamber? \_\_\_\_\_

20) If you could eliminate a project or service presently being provided by the Chamber, what would that be? \_\_\_\_\_

21) If you were selling a Chamber membership to a new business in the community, how would you finish this statement: "I think you should join the Chamber because \_\_\_\_\_"

22) What services would you like the Chamber to provide?

- ☐ Business to Business Marketing Opportunities
- ☐ Educational Business Seminars
- ☐ Information on Local Business Activities
- ☐ Information on Chamber Committee Activities
- ☐ Other \_\_\_\_\_

23) What improvements, if any, would you make to improve the readership of the Action Report? \_\_\_\_\_

(24) What topics of discussion would you like to see covered at this years General Membership Luncheons?

- ☐ War in the Gulf      ☐ Stress Management
- ☐ Recession Survival      ☐ Marketing/Promoting Your Business
- ☐ Other \_\_\_\_\_

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**THANK YOU !**

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*Boadi*

DISTRICT CHAMBER OF COMMERCE  
BUSINESS & MEMBERSHIP DIRECTOR /  
1990/1991



CHAMBER OFFICE & VISITOR'S CENTER





## The Prudential

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- A national network of over 1,000 offices.
- Over 26,000 real estate professionals to serve you.
- A name recognized by 96% of home buyers and sellers.
- A name that stands for 114 years of trust and integrity.
- An exclusive Computerized Loan Origination System (CLOS™) offering state-of-the-art mortgage assistance and financial analysis.
- An international referral network of over 2,000 offices.
- An impactful national television campaign.
- Our symbol ... THE ROCK.

• Serving Lodi since 1968

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330 South Fairmont, Suite 1 Lodi, CA 95240

**(209) 334-2141      (209) 948-6171**  
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## Lodi, A Family Community

### **LODI IS A WARM AND FRIENDLY CITY OF MULTIPLE NEIGHBORHOODS, GARDENS AND PARKS, CHURCHES, SCHOOLS, AND SHOPPING CENTERS.**

**T**his city of 50,000 residents is located on the northern edge of San Joaquin County within one of the oldest and finest wine-making regions in California. Lodi is fortunate in having

the Mokelumne River and Lodi Lake on its northern boundary, and the many waterways of the San Joaquin Delta a few miles to the west.

Lodi is a home town where many families have lived for generations, while others have returned to their roots after having lived elsewhere. It is also a growing city to which many new residents have been attracted because of the moderately controlled growth policy which enhances the city's quality of life image.

Lodi's many trees provide shade in

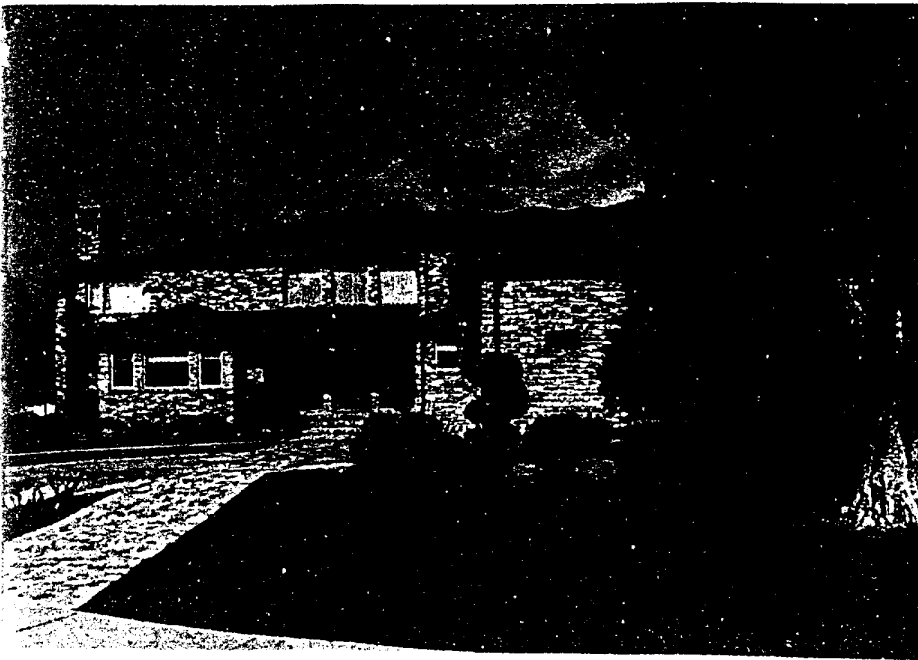
the summer and color in the fall, and the fields surrounding the city not only add their own seasonal vistas, but also testify to the variety of crops with which the city's agribusiness interests are involved.

Still a small city by comparison to other California cities, Lodi is the type of community that is attracting small businessmen from all over the country. Lodi provides the housing, business climate, and personal lifestyle most people find attractive for bringing up families or for retirement.

As well as meeting the needs of the general citizenry the city provides a wealth of services, facilities, organized recreation, and senior citizen programs. Both visual and performing arts are important parts of Lodi's community life, and recreational opportunities abound.

A strong economic base comes from the variety of industries. More than just an agricultural area, Lodi and San Joaquin County have become home to a solid core of commerce which has enough variety in goods and services to provide a well-balanced economic base for its residents, while retailers also provide a broad selection of goods and services.

Lodi's community is pleased to share what it has to offer: an individual charm and ambiance which larger cities cannot evoke.



Well-kept homes and tree-lined streets are a characteristic of Lodi. While most homes are single family residences, there is an abundance of apartment and condominium complexes, and several apartment clusters are designed especially for seniors.



## Lodi's Ideal Climate



Lodi offers pleasant climate year-round for enjoying the out-of-doors. Untouched wilderness areas close by offer serene settings for relaxation and recreation.

Lodi's weather spans a wide range of climates from the warm dry summers so necessary to local crops to the cool wet winters equally important for the water supply.

The average temperature is about 40 - 45 degrees in the winter months and about 80 - 95 degrees during the summer. Temperatures can vary, however; there are occasional winter frosts and some summer days that are quite warm. The average rainfall is about 16.5 inches per year, and daytime humidity ranges from 45 to 61 percent. Prevailing breezes blow in from the west and northwest during the summer months, creating what locals call "the Delta breeze" whereby most summer nights are delightfully cool. Winds in the winter generally come from the south.

Lodi's weather pattern is a boon to gardeners, who can find a tree or plant blooming almost any time of the year, and to those who enjoy outdoor activities ranging from sports to picnics and barbecues.



**LODI HAS SOMETHING FOR EVERYONE: PROGRAMS FOR YOUTH, ADULTS, AND SENIORS; ACTIVITY CLASSES; PARKS FOR FAMILY PICNICS; A WILDERNESS AREA FOR EXPLORATION; TENNIS COURTS AND PLAYING FIELDS; HORSESHOE PITS AND BASKETBALL COURTS.**



RICH TURNER

Housed at Micke Grove Zoo are some 250 wild animals and a large collection of birds from around the world. With the help of the San Joaquin Zoological Society, cages are being replaced with more natural habitats.

The Lodi Parks and Recreation Department has been exemplary in its development and maintenance of all these programs and facilities. The Department, in some projects aided by the Boosters of Boys and Girls Sports, a volunteer organization, has brought such activities to Lodi as the Senior Girls' National Fast Pitch Tournament. Recreational vehicle groups, such as the Good Sams, also come periodically to Lodi to enjoy gathering at Lodi Lake Park or on the grounds of the Lodi Grape Festival.

A major facility within the central part of the city is Hutchins Street Square, a community center developed on the grounds of a former high school. Here are activity and day care facilities for seniors, meeting areas for community groups, headquarters for some arts groups, a little theater, an outdoor playground, and areas for soccer, basketball, volleyball, and other sports. Camp Hutchins is a program for young children.

There are public golf courses within easy distance of Lodi, and the Woodbridge Golf and Country Club is one of several private membership recreational facilities. A thousand miles of waterways in the San Joaquin Delta for sailing, boating, and fishing provide a paradise for sportsmen.

Special events within the Lodi area include Clements Stampede (April), Spring Wine Show (April), Chamber of Commerce Flea Markets (May and October), Fourth of July Celebration, Field & Fair Day (Labor Day), and the Lodi Grape Festival and Harvest Fair (September).

Neighborhood parks are scattered throughout the city. The largest of these is the 35-acre Lodi Lake Park along the Mokelumne River on the city's northern boundary. Here there are swimming, boating, fishing, and picnicking facilities. Fourth of July celebrations as well as the city's annual fireworks display are also held at this appealing site. There is an outdoor amphitheater and a special area for youth day camps. Adjoining the park is a 58-acre wilderness area. Trained docents are available to escort groups along trails to observe the flora and fauna in their native habitats.

A few miles to the south is Micke Grove Park, located on land given to the county by William G. Micke, a Lodi vineyardist. There are grassy areas and picnic shelters shaded by virgin oak trees, a rose garden, a Japanese garden, and the Micke Grove Zoo. Docents and staff provide informative tours and special events throughout the year.

Adjacent to the park is the San Joaquin Historical Museum, containing exhibits indigenous to the county, its products, and its environs. A special feature is the Sunshine Trail, which, because of its planting, takes the visitor on a simulated trip across California. The land encompassed by the trail is known as the Garden of the Blind, where both sightless and sighted visitors can enjoy the quiet and delight of nature.

Oak Grove Park, just off Interstate 5 to the southwest of Lodi, features lengthy nature trails, a pond, and plenty of open space for picnics and special events.



**WHEN VISITORS  
OR NEW RESIDENTS  
ARRIVE IN LODI, THEY  
GENERALLY MAKE  
THEIR FIRST STOP AT  
THE OFFICE OF THE  
LODI DISTRICT  
CHAMBER OF  
COMMERCE.**

**T**he Chamber of Commerce provides much of the community service information, such as maps of the local city streets, tourism information, general demographics, and brochures of the area.

Other services provided in the community come from the more than 40 churches, major contributors to the city's stability, and providers of support for several organizations whose primary concern is to care for those in need.

The city is fortunate in its public

library with its varied collection of books, periodicals, recordings, and tapes, and its outstanding programs for children.

Support is provided by the Friends of the Lodi Library, which maintains displays, provides outreach book delivery and readers to shut-ins and rest homes, and, with the library, coordinates an adult literacy program.

There are several organizations designed to meet the needs of newcomers, seniors, and youth, and local branches of well-known service clubs and lodges work to serve the community in many ways.

Lodi has a daily newspaper and a videocable company, the signal for over 30 different channels. Residents can tune into a wide variety of radio and television programs broadcast from Stockton, Modesto, Sacramento, and, with cable, from the San Francisco Bay Area.

The Lodi post office is located in the heart of the central business district. Remodeled and enlarged, it is flanked by an ample parking lot and convenient drive-through post boxes.

The city's cultural interests extend beyond its immediate boundaries, as Lodi is a member of Sister Cities International and maintains close connections with its sister cities of Lodi, Italy, and Kofu, Japan. Student letters, art exchanges, and group visitations help foster these relationships.



St. John's Episcopal Church (pictured above), located at the corner of Locust and Lee streets, is one of Lodi's many churches. The church, constructed of redwood, exterior shingles and interior paneling, contains several beautiful stained glass windows. It was built in 1910.



One of the towns created in 1869 when railroads made their way through America, Lodi was first known as Mokelumne. In the language of the Miwok Indians, the area's first residents, "Wakalumitch" meant "river." This word was corrupted to "Mokelumne," meaning "people of Mokel."

Since Mokelumne Hill and Mokelumne City also existed, the confusion among three similar names created delays in mail deliveries, so the town's first name of Mokelumne Station

was changed to Lodi. Wells Fargo first used this name in 1873.

There are three theories about the origin of the name, Lodi. One was that settlers from Illinois brought it with them (there are eight towns in the U.S.A. named Lodi), another that the town was named for a famous race horse of the time (there is a picture of this worthy steed in the Lodi Public Library), or that an Italian railroad worker, struggling with his comrades to build a bridge over the shifting sands of the Mokelumne River, commented that their difficulties were as

bad as the battle against Napoleon at the bridge over the Abba River at Lodi, Italy, in 1796. The California town's name was officially changed on March 26, 1874.

The Central Pacific railroad was the lifeline among the many western towns it spawned, and it brought more and more settlers. Lodi became the trading spot for farmers in the northern part of the San Joaquin County. Business collected along Main and Sacramento streets on either side of the tracks. The town was incorporated in 1906, with the first Board of Trustees meeting in a small brick building on Sacramento Street. The building is now used by the State Department of Agriculture.

The first merchants, George Washington Hill and Charles Ivory, owned a jewelry and a general merchandise store, respectively. Isaac N. Stretch built the first house near Pine and Sacramento streets very shortly after the recording of the plat of Mokelumne in Stockton on August 25, 1869. Reuben L. Wardrobe, John U. Magley, Allen T. Ayers, and Ezekiel Lawrence petitioned the railroad to locate on their farms.

Viewing the present acres of grapes, one would not think that Lodi, before the then 11-foot water table dropped below the necessary level, was a major watermelon-growing center.

Compiled by Naomi McCallum Carey



The Hill House, now located on south Church Street, dates from the early days of Lodi. It is a prime example of Victorian architecture and is one of Lodi's historical treasures.



## Lodi City Council and Officials



RANDY SNIDER  
Mayor



JAMES PINKERTON  
Councilmember



DAVID HINCHMAN  
Councilmember



EVELYN OLSON  
Councilmember



FRED REID  
Councilmember



Carnegie Forum is just one of many historic buildings in central Lodi. It was once the Carnegie Library, one of many such libraries made possible by the generosity of industrialist Andrew J. Carnegie.

**C**arnegie Forum exemplifies the spirit of Lodi — retaining the past while building toward the future.

Built in 1909, the building housed the original Carnegie Library until 1979, when the library was moved to a much-needed larger facility a few blocks away.

The structure sat empty for several years, until neighboring City Hall became too small for an expanding city government. After careful remodeling, which preserved the historic appearance, the old Carnegie Library was dedicated as Carnegie Forum in 1989.

The historic old library now serves as a fully handicapped-accessible meeting chamber for the city council and other public commissions.





DISTRICT  
CHAMBER OF COMMERCE



LARRY METTLER  
1990 President



MIKE CRUM  
1991 President

**Officers**

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*Arbor Vineyards*  
Mike Crum, 1991 President  
*PG&E*

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Stan Ward, *Reeves Insurance Co.*  
*Economic Development & Government &  
Business Relations Vice President:*  
Tom Hoffman, *Hoffman Vineyards*  
*Membership Activities Vice President:*  
June Buck, *June Buck Realty*

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Mamie Starr, *Lodi Unified School District*  
Mary Ann Poore,  
*Kirsten, Poore & Co., CPAs*  
Dave Vaccarezza,  
*California Waste Removal Systems*  
Lance Ellis, *Ellis Car Wash*  
Michael Crete, *Fountainhead, Inc.*  
Keith Land,  
*Past President, Allstate Insurance*  
Kevin Van Steenberge, *Lodi Iron Works*  
Gary Lund, *Action Advertising*  
Connie Lorz, *QBS (Quality Business Service)*  
Robert Maus, *Bank of Stockton*

**Chamber Staff**

Mike Bradley, *Executive Director*  
Theresa Anderson, *Executive Assistant*  
Donna Koehn, *Marketing Director*  
Patti Bates, *Bookkeeper*  
Kathy Dorman, *Secretary*  
Jannett Simmons, *Receptionist*

LODI DISTRICT  
CHAMBER OF COMMERCE  
1330 S. Ham Lane  
P.O. Box 386, Lodi, CA 95241  
Phone (209) 367-7840

The Lodi District Chamber of Commerce has served the community in a variety of functions since 1923. As with most volunteer organizations, the direction changes with the needs of the community.

In 1988, after much discussion, by the chamber leaders and volunteers, the organization's Mission Statement was updated to more effectively focus on the issues of today.

The Lodi District Chamber of Commerce Mission Statement is:

**TO INFLUENCE PUBLIC POLICY, FOSTER A CLIMATE IN WHICH  
BUSINESS CAN OPERATE PROFITABLY, AND TO ENCOURAGE  
AND PROMOTE POSITIVE, WELL BALANCED ECONOMIC  
GROWTH THROUGH BUSINESS DEVELOPMENT.**

Today the Lodi community is faced with many different concerns; overcrowded schools, community growth, the potential loss of agricultural land, present and future business growth, and the development of citizen leaders to take us through these issues.

To put the Chamber on the right track with the 90's, a community wide Leadership Program has been developed, with the first class scheduled to graduate in the fall of this year. Secondly, a strong legislative committee has been formed to address the local, regional, state and federal issues affecting business.

With the Chamber represented in the areas of education, economic development, agriculture, and business development, the leaders are confident that the Lodi Chamber will represent the business view point in most of the major areas involving "Quality of Life" issues in the community.

Promoting business, assisting in the development of industry and providing information services through a "Visitor Center", the Chamber will continue to help Lodi businesses grow and prosper.

In welcoming new residents to Lodi, the Chamber makes available a local telephone directory, map of the community, recreation information, an economic profile and many other helpful services to help tell Lodi's story.





# Lodi Chamber Membership Listings

"A Little Extra" Boutique 9 S. School Street Lodi, CA 95240 ..... (209) 333-3353 Clothing	Alexander's Bakery 1100 W. Lodi Avenue Lodi, CA 95240 ..... (209) 369-2225 Bakery	Angelina Foods 1420 W. Kettleman Lane, Suite L & M Lodi, CA 95242 ..... (209) 334-4491 Restaurants Catering
A T & T 3225 E. Tomahawk Lane Stockton, CA 95205 ..... (800) 521-1121 Telephone Systems	All Aboard Travel 350 E. Kettleman, Ste. 1 Lodi, CA 95240 ..... (209) 368-8800 Travel Agencies	Anheuser-Busch, Inc. 3932 Buchweiser Court Stockton, CA 95205 ..... (209) 931-5661 Beer Distributors
A-1 Exterminators 432 E. Lodi Avenue Lodi, CA 95240 ..... (209) 333-3311 Exterminators	All That Glitters 12 N. School Street Lodi, CA 95240 ..... (209) 369-9248 Clothing	Animal Hospital 39 N. Ham Lane Lodi, CA 95242 ..... (209) 369-6601 Veterinary Hospitals
A-1 Saw & Mower 54 N. Cluff Avenue Lodi, CA 95240 ..... (209) 334-5273 Lawn and Garden Equipment	Allied Machine & Welding, Inc. 101 E. Locust Street Lodi, CA 95240 ..... (209) 334-1360 Welding	Applied Chiropractic 1330 S. Ham Lane, Suite 103 Lodi, CA 95240 ..... (209) 368-2416 Chiropractic
ADT Security Systems 1351 W. Oak Street, No. 3 Stockton, CA 95203 ..... (209) 464-4513 Alarm Systems	Allstate Insurance - Carl Brush 221 W. Oak Street, No. B Lodi, CA 95240 ..... (209) 369-0254 Insurance	Arbor Convalescent Hospital 900 N. Church St Lodi, CA 95240 ..... (209) 333-1222 Convalescent Homes
Philip J. Aboldt, D.D.S. 806 W. Lodi Avenue Lodi, CA 95240 ..... (209) 369-3617 Dentists	Allstate Insurance - Debi Baker 617 S. Lower Sacramento Rd., No. 2 Lodi, CA 95242 ..... (209) 339-1328 Insurance	Arbor Place 17 Louie Avenue Lodi, CA 95240 ..... (209) 369-8282 Board & Care Homes
Abracadabra Instant Signs 3008 E. Hammer Lane, No. 128 Stockton, CA 95212 ..... (209) 474-2425 Signs	Allstate Insurance - Keith Land 1806 W. Kettleman Lane, Suite K Lodi, CA 95242 ..... (209) 333-7318 Insurance	Arbor Senior Apartments 115 Louie Avenue Lodi, CA 95240 ..... (209) 333-3338 Senior Living
Abrahamson Printing, Inc. 15-A W. Pine Street Lodi, CA 95240 ..... (209) 369-4391 Printing	Always Travel 2401 W. Turner Road Lodi, CA 95240 ..... (209) 333-8800 Travel Agencies	Arbor Vineyards 15362 N. Alpine Road Lodi, CA 95240 ..... (209) 369-2974 Agribusiness
Acampo Ag Service P.O. Box 247 Acampo, CA 95220 ..... (209) 333-1599 Agribusiness	American Alarmtronic 1138 Bradford Circle Lodi, CA 95240 ..... (209) 334-5748 Alarm Systems	Archie's Giant Hamburgers 506 W. Lodi Ave. Lodi, CA 95240 ..... (209) 333-8006 Restaurants
Access West Inc. 420 N. Sacramento Street Lodi, CA 95240 ..... (209) 339-4251 Telephone Systems	American Auto Body, Inc. 1919 S. Stockton Street Lodi, CA 95240 ..... (209) 334-5289 Automotive Repair	Avenue Drug Store, Inc. 312 S. Fairmont Avenue, B Lodi, CA 95240 ..... (209) 368-2788 Drug Stores
Ace Oil Company 20 S. Cluff Avenue Lodi, CA 95240 ..... (209) 333-0030 Petroleum Products	American Heart Association 1111 W. Robinhood, Suite B Stockton, CA 95207 ..... (209) 477-2683 Organization	Avenue Florist & Gift Shop 400 W. Lodi Avenue Lodi, CA 95240 ..... (209) 334-2542 Florists
Action Specialty Advertising P.O. Box 22 Lodi, CA 95241 ..... (209) 333-1240 Advertising	American Legion, The Lodi Post 22 320 N. Washington Street Lodi, CA 95240 ..... (209) 368-1420 Organizations	Avon Products 598 Springer Lane Lodi, CA 95242 ..... (209) 368-4218 Cosmetics
Adult Education 542 E. Pine Street Lodi, CA 95240 ..... (209) 331-7605 Schools	American Savings & Loan 514 W. Kettleman Lane Lodi, CA 95240 ..... (209) 368-7187 Savings and Loan	B & J Travel 320 S. Crescent Avenue Lodi, CA 95240 ..... (209) 334-3244 Travel Agencies
Ag Industrial Manufacturing, Inc. 110 S. Beckman Road Lodi, CA 95240 ..... (209) 369-1994 Agribusiness	American Therapy Equipment of N. California P.O. Box 1887 Lodi, CA 95241 ..... (209) 368-9894 Medical Services	B-Lovely 115 N. School Street Lodi, CA 95240 ..... (209) 369-7872 Beauty/Hair Shops
Air-Pacific Compressor 826 N. Sacramento Lodi, CA 95240 ..... (209) 334-4340 Air Compressor Sales	Amerigas 840 N. Sacramento Street Lodi, CA 95240 ..... (209) 334-1014 Welding	Bader, Harry L., Inc. 316 S. Crescent Avenue Lodi, CA 95240 ..... (209) 369-3571 Dentists
Alamo Alarm Company 431 Cluff Avenue Lodi, CA 95240 ..... (209) 369-7749 Alarm Systems	Anderson's Guest Home 1807 Scarborough Lodi, CA 95240 ..... (209) 368-9537 Board & Care Home	Bader, Robert O., D.C. 755 S. Fairmont Lodi, CA 95240 ..... (209) 369-2786 Chiropractors



Baker, A. Frederic 317 W. Lodi Avenue Lodi, CA 95240 ..... (209) 333-2881 Attorneys	Beckman Ranch Center, Ltd. 1110 W. Kettleman Lane, Suite 28 Lodi, CA 95240 ..... (209) 368-5107 Shopping Centers	Blue Shield of California 651-B N. Cherokee Lane Lodi, CA 95240 ..... (209) 369-4744 Insurance
Bank of America 700 W. Kettleman Lane Lodi, CA 95240 ..... (209) 333-3881 Banks	Beckman, J.C. 1800 Normandy Lane Lodi, CA 95240 ..... (209) 369-6837 Individuals	Bob Lang's Rod & Reel Repair 1107 Dartmoor Circle Lodi, CA 95240 ..... (209) 368-9449 Sporting Goods
Bank of America 31 S. School Street Lodi, CA 95240 ..... (209) 333-3817 Banks	Beckman, Stanlee 2026 Cabrillo Circle Lodi, CA 95240 ..... (209) 334-6617 Individuals	Bond Financial 1420 S. Mills Avenue, Suite H Lodi, CA 95242 ..... (209) 333-0172 Insurance
Bank of Lodi 701 S. Ham Lane Lodi, CA 95242 ..... (209) 333-1661 Banks	Becky's Oak Street Cafe 10 W. Oak Street Lodi, CA 95240 ..... (209) 368-1236 Restaurants	Bowman & Co. 2431 W. March Lane Stockton, CA 95207 ..... (209) 333-0540 Accountants
Bank of Stockton 120 W. Walnut Street Lodi, CA 95240 ..... (209) 368-7125 Banks	Bechthold Construction, Inc. 17577 Kennison Lodi, CA 95240 ..... (209) 334-0606 Construction/Contractors	Boy's and Girl's Club of Lodi, Inc. 413-A E. Lockeford Lodi, CA 95240 ..... (209) 334-2697 Organizations
Barber, George L. Supervisor 222 E. Weber Street, Room 701 Stockton, CA 95202 ..... (209) 944-3113 Individuals	Belco Cabinets 1109 Black Diamond Way Lodi, CA 95240 ..... (209) 334-5437 Cabinet Making/Woodwork	Bradshaw, Clifford, DMD, Inc. 840 S. Fairmont Ave., Suite 3 Lodi, CA 95240 ..... (209) 368-4141 Physicians/Doctors
Barkley, John L., Attorney 404 W. Pine Street, Suite 9 Lodi, CA 95240 ..... (209) 368-2763 Attorneys	Ben's Lighthouse & Hearth 1535 S. Cherokee Lane Lodi, CA 95240 ..... (209) 369-4716 Appliance Sales	Brea Ag Service 5044 E. Kettleman Lane Lodi, CA 95240 ..... (209) 334-2732 Agribusiness
Barr Eye Medical Group 301 S. Ham Lane Lodi, CA 95242 ..... (209) 339-8856 Eye Care	Beneficial California, Inc. 14-A S. School Street Lodi, CA 95240 ..... (209) 368-2791 Financial	Breckenridge, Robert, D.D.S. 845 S. Fairmont Ave., Suite 1 Lodi, CA 95240 ..... (209) 334-1111 Dentists
Baumbach & Piazza 323 W. Elm Street Lodi, CA 95240 ..... (209) 368-6618 Engineers	Bennett & Compton 777 S. Ham Lane Lodi, CA 95240 ..... (209) 334-6385 Construction/Contractors	Brite 'N Clear Budget Pool Service 504 W. Lockeford Street Lodi, CA 95240 ..... (209) 334-1169 Swimming Pools/Spas
Baumbach Electric, Inc. 1300 W. Lodi Avenue, Suite K Lodi, CA 95242 ..... (209) 369-8867 Electricians	Bennett Realtors 709 W. Kettleman Lane Lodi, CA 95240 ..... (209) 334-1717 Real Estate	Bruce, Beverly A., R.E. 321 N. California St., No. 13 Lodi, CA 95240 ..... (209) 367-0474 Hair Removal
Bava, Julian O. 920 S. Cherokee Lane, Suite G Lodi, CA 95240 ..... (209) 368-2475 Individuals	Bertsch, L. & Associates 221 W. Oak Street, Suite C Lodi, CA 95240 ..... (209) 334-2135 Building Design	Brusa, Seldon Associates 1100 W. Tokay St., Suite B Lodi, CA 95240 ..... (209) 334-3255 Insurance
Bay Alarm 902 E. Main Stockton, CA 95202 ..... (209) 465-5661 Alarm System	Best Cleaners 541 N. Hutchins Street Lodi, CA 95240 ..... (209) 369-2865 Dry Cleaners	Buck, June Realty 108-C W. Turner Road Lodi, CA 95240 ..... (209) 368-6674 Real Estate
Baybarz/Ancra Corporation 885 E. Lodi Avenue Lodi, CA 95240 ..... (209) 368-2119 Manufacturers	Best Western Royal Host Inn 710 S. Cherokee Lane Lodi, CA 95240 ..... (209) 369-8484 Motels	Buck, Ron Painting Co. 233 S. Orange Ave. Lodi, CA 95240 ..... (209) 333-1697 Construction/Contractors
Baysinger, Robert F. 425 Clove Court Lodi, CA 95240 ..... (209) 333-6753 Individuals	Big E's 920 S. Cherokee Lane, Suite D Lodi, CA 95240 ..... (209) 339-4711 Restaurants	Burton's Shoes 17 W. Pine Street Lodi, CA 95240 ..... (209) 334-6822 Shoes
Bear Creek High School 10555 Thornton Road Stockton, CA 95209 ..... (209) 331-7023 Schools	Big-O Tires 302 N. Cherokee Lane Lodi, CA 95240 ..... (209) 368-8851 Tire/Sales Repairs	Bushnell, Ronald E., D.P.M., Inc. 431 S. Ham Lane, Suite A Lodi, CA 95242 ..... (209) 368-2489 Physicians/Doctors
Beaute' Place, The 310 S. Orange Avenue, No. 60 Lodi, CA 95240 ..... (209) 367-1726 Beauty/Hair Shops	Bill's Mobile Welding Service 1133 S. Orange Avenue Lodi, CA 95240 ..... (209) 333-2177 Welding	Business Office Systems 8026 Lorraine, No. 201 Stockton, CA 95210 ..... (209) 952-2677 Office Supplies
Beckman & Baskette 111 N. Church Street, Suite B Lodi, CA 95240 ..... (209) 333-8556 Attorneys	Blue Shield of California 840 S. Cluff Lodi, CA 95240 ..... (209) 339-1000 Insurance	Busy Bee Laundry & Cleaning 40 N. Main Street Lodi, CA 95240 ..... (209) 334-1916 Dry Cleaners



Butcher Shoppe, The 412 W. Lodi Avenue Lodi, CA 95240 ..... (209) 334-4121 Meat	Carpenteria 720 W. Lodi Avenue Lodi, CA 95240 ..... (209) 333-7600 Floor Coverings	Chem Dry of Lodi 218 S. School Street Lodi, CA 95240 ..... (209) 369-0386 Carpet Cleaning
C & L Lumber 19226 N. Hwy. 88 Lockeford, CA 95237 ..... (209) 727-5555 Lumber	Chick n' Cleaver 1730 W. Kettleman Lane Lodi, CA 95240 ..... (209) 333-1554 Restaurants	Cherokee Auto Body & Paint Shop 314 N. Cherokee Lane Lodi, CA 95240 ..... (209) 334-3033 Automotive Repair
C R Mattress 820 S. Beckman Road Lodi, CA 95240 ..... (209) 369-3655 Home Furnishings/Interior Decorating	Castelanelli, Rick, D.D.S. 800 W. Lodi Avenue Lodi, CA 95240 ..... (209) 334-0633 Dentists	Cherokee Liquor & Deli 220 N. Cherokee Lane Lodi, CA 95240 ..... (209) 369-0924 Liquor Stores
CCC Carpets, Inc. 2411 S. Stockton Street, No. 1 Lodi, CA 95240 ..... (209) 368-3533 Floor Coverings	Catalina 701 N. Stockton Street Lodi, CA 95240 ..... (209) 368-6631 Manufacturers	Cherokee Memorial Park Highway 99 at Harney Lane Lodi, CA 95240 ..... (209) 334-9613 Cemeteries
CSB Development, Inc. 1806 W. Kettleman Lane, Suite G Lodi, CA 95242 Construction/Contractors ..... (209) 369-6998	Cato Pools 840 S. Cherokee Lane Lodi, CA 95240 ..... (209) 369-1614 Swimming Pools/Spas	Chicago Title Insurance Co. 777 S. Ham Lane, Suite B Lodi, CA 95242 ..... (209) 368-8891 Title Companies
Cafe Bon Jour 118 W. Oak Street Lodi, CA 95240 ..... (209) 339-9344 Restaurants	Cellular One 2321 W. March Lane Stockton, CA 95207 ..... (209) 476-1400 Telephones/Cellular	Chop Chop 910 W. Lodi Avenue Lodi, CA 95240 ..... (209) 369-7744 Restaurants
Cal Farm Insurance Agency 911 Industrial Way, Suite A Lodi, CA 95240 ..... (209) 339-4214 Insurance	Center of Hope 6 Sierra Vista Place Lodi, CA 95240 ..... (209) 369-2724 Counseling	Christian Community Concerns P.O. Box 367 Lodi, CA 95241 ..... (209) 368-6753 Organizations
Cal-Gas 106 W. Elm Street Lodi, CA 95240 ..... (209) 368-0681 Petroleum Products	Central Cal Traction Company 1645 Cherokee Road Stockton, CA 95205 ..... (209) 368-2766 Railroad	Citibank 229 S. Church Street Lodi, CA 95240 ..... (209) 369-0283 Banks
Cal-State Business Products & Services, Inc. 2522 Grand Canal, Suite 4 Stockton, CA 95207 Office Supplies ..... (209) 956-9067	Central Sierra Bank 600 W. Lodi Avenue Lodi, CA 95240 ..... (209) 334-9500 Banks	Civitan Club of Lodi P.O. Box 85 Lodi, CA 95241 ..... (209) 369-5996 Organizations
California Glass 201 E. Kettleman Lane Lodi, CA 95240 ..... (209) 369-5140 Glass	Central Valley Appraisal 330 S. Fairmont Avenue Lodi, CA 95240 ..... (209) 339-0147 Real Estate Appraisers	Clairmont School 8282 LeMans Ave. Stockton, CA 95210 ..... (209) 331-7267 Schools
California State Automobile Association 1335 S. Fairmont Avenue Lodi, CA 95240 ..... (209) 334-9671 Insurance	Central Valley Cinemas/Arbor Cinema 843 N. Sacramento Street Lodi, CA 95240 ..... (209) 369-5189 Entertainment	Clairmont Mini School 8121 Burgundy Court Stockton, CA 95210 ..... (209) 331-7282 Schools
California Waste Removal Systems 1333 E. Turner Road Lodi, CA 95240 ..... (209) 369-8274 Refuse	Central Valley Title Company 631 S. Ham Lane, Suite A Lodi, CA 95242 ..... (209) 368-8824 Title Companies	Classic Copy Plus 350 E. Kettleman Lane, No. 4 Lodi, CA 95240 ..... (209) 333-2679 Printing Graphics
Can Am Builders 736 S. Cherokee Lane Lodi, CA 95240 ..... (209) 339-8501 Construction/Contractors Real Estate	Century 21 - All Valley Realtors 1420 W. Kettleman Lane, Suite K-1 Lodi, CA 95242 ..... (209) 333-8052 Real Estate	Claude C. Wood Co. 686 E. Lockeford Street Lodi, CA 95240 ..... (209) 334-0790 Construction/Contractors
Canepa & Associate Realtors 1300 W. Lodi Ave., No. 14 Lodi, CA 95242 ..... (209) 369-6789 Real Estate	Century 21 - Collins Realty 2401 W. Turner Road, No. 300 Lodi, CA 95242 ..... (209) 369-8436 Real Estate	Clean 'N' Press For Less 1301 W. Lockeford Street Lodi, CA 95242 ..... (209) 333-1927 Dry Cleaners
Capital Thrift & Loan 13 N. School Street Lodi, CA 95240 ..... (209) 369-5891 Financial	Century Assembly Church 550 W. Century Blvd. Lodi, CA 95240 ..... (209) 334-3225 Churches	Clements School 19051 E. Highway 88 Lockeford, CA 95237 ..... (209) 331-7282 Schools
Carey Real Estate 2575 Grand Canal Blvd., Suite 301 Stockton, CA 95207-8260 ..... (209) 478-9285 Real Estate	Chamber Membership Services, Inc. P.O. Box 512031 Dallas, TX 75261-2031 Services	Cluff Avenue Mini Storage 740 N. Cluff Avenue Lodi, CA 95240 ..... (209) 368-8673 Storage
Carl's Jr. 820 W. Kettleman Lane Lodi, CA 95240 ..... (209) 333-1288 Restaurants	Chaps Southwestern Grill 110 N. Cherokee Lane Lodi, CA 95240 ..... (209) 333-8587 Restaurants Catering	Coldwell Banker Commercial Real Estate Services 1776 March Lane, Suite 170 Stockton, CA 95207 ..... (209) 473-7800 Real Estate



Colla, Corey B., M.D.  
830 S. Ham Lane  
Lodi, CA 95242 ..... (209) 368-6671  
Physicians/Doctors

Color Closet, The  
114 W. Pine Street  
Lodi, CA 95240 ..... (209) 368-7903  
Clothing

Comartin's Locker & Freezer Service  
12½ N. School Street  
Lodi, CA 95240 ..... (209) 369-2856  
Meat

Commodore Service Center  
27 W. Elm Street  
Lodi, CA 95240 ..... (209) 334-3020  
Computer Services

Compass Maps  
1172 Kansas Avenue  
Modesto, CA 95351 ..... (209) 529-5017  
Manufacturers

Consolidated Pacific Real Estate  
301 W. Locust Street  
Lodi, CA 95240 ..... (209) 369-8400  
Real Estate

Contract Interiors  
359 E. Lodi Avenue  
Lodi, CA 95240 ..... (209) 369-2848  
Floor Coverings

Cooperative Security  
P.O. Box 412  
Acampo, CA 95220 ..... (209) 368-9793  
Security Guards

Copyman  
515 W. Lodi Avenue  
Lodi, CA 95240 ..... (209) 339-0456  
Copies

Cotta Properties, Inc.  
2200 N. Thornton Road  
Lodi, CA 95240 ..... (209) 369-4119  
Wineries

Cottage Bakery, Inc.  
203 S. School Street  
Lodi, CA 95240 ..... (209) 334-2544  
Bakery

Cox, Oscar & Esther  
141 S. Orange  
Lodi, CA 95240 ..... (209) 369-4616  
Individuals

Credit Bureau of Lodi  
1420 W. Kettleman Lane, No. N3  
Lodi, CA 95242 ..... (209) 334-2550  
Collections

Creekside School  
2515 Estate Drive  
Stockton, CA 95209 ..... (209) 331-7285  
Schools

Croce's Cafe  
1800 S. Cherokee Lane  
Lodi, CA 95240 ..... (209) 333-9885  
Restaurants

Culbertson, James F.  
641 N. Pacific Avenue  
Lodi, CA 95242 ..... (209) 369-2423  
Individuals

Custom Truck Accessories  
520 Victor Road  
Lodi, CA 95240 ..... (209) 333-8474  
Automotive

D's Florist Bridal & Hut  
508 E. Lodi Avenue  
Lodi, CA 95240 ..... (209) 369-5512  
Florists

DRS Real Estate Appraisers  
1806 W. Kettleman Lane, Suite I  
Lodi, CA 95242 ..... (209) 333-8553  
Real Estate Appraisers

Dale Carnegie Training  
7375 Shoreline Drive  
Stockton, CA 95209 ..... (209) 478-3561  
Training Program

Daniger Furniture  
4 W. Lodi Avenue  
Lodi, CA 95240 ..... (209) 368-0107  
Home Furnishings/Interior Decorating

Danz Jewelers  
220 S. School St.  
Lodi, CA 95240 ..... (209) 368-0424  
Jewelers

Davis School  
5224 E. Morada Lane  
Stockton, CA 95209 ..... (209) 331-7285  
Schools

Davis-Najarian Counseling Assoc.  
2155 W. March Lane, Suite 1A  
Stockton, CA 95207 ..... (209) 339-8510  
Counseling

Dawson Construction & Electric  
419 N. Cluff Avenue  
Lodi, CA 95240 ..... (209) 333-7708  
Construction/Contractors

Dawson Van & Storage Co.  
1610 N. Broadway  
Stockton, CA 95205 ..... (209) 368-2811  
Moving/Storage

DeJong Insurance  
101 N. Church Street  
Lodi, CA 95240 ..... (209) 369-3663  
Insurance

Dean Witter Reynolds, Inc.  
2131 W. March Lane  
Stockton, CA 95207-6407 ..... (209) 334-3904  
Investments

Delta Collection Service  
804 N. Hunter  
Stockton, CA 95202 ..... (209) 464-4530  
Collections

Delta Computer Systems  
920 S. Cheokee Lane, L  
Lodi, CA 95240 ..... (209) 368-0234  
Computer Services

Delta Laser Rechargers  
13696 N. Hartley  
Lodi, CA 95242 ..... (209) 333-7157  
Computer Services

Delta Pest Control  
2171 Cherokee Road  
Stockton, CA 95205 ..... (209) 369-1779  
Exterminators

Delta Pump & Supply  
130 N. Cherokee Lane  
Lodi, CA 95240 ..... (209) 368-5836  
Plumbing/Supplies/Materials

Delta Sierra School  
2255 Wagner Heights Road  
Stockton, CA 95209 ..... (209) 331-7510  
Schools

Delta Stationers  
708 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 334-2286  
Office Supplies

Delu, Alex, Jr. & Sr.  
15175 N. DeVries Road  
Lodi, CA 95240 ..... (209) 369-6130  
Agribusiness

Derivi/Castellanos Architects  
222 W. Lockeford Street, Suite 2  
Lodi, CA 95240 ..... (209) 367-1316  
Architects

Diagnostic Internists Medical Group  
1235 W. Vine Street  
Lodi, CA 95240 ..... (209) 334-3153  
Physicians/Doctors

Diamond Lumber, Inc.  
224 N. Main  
Lodi, CA 95240 ..... (209) 369-8247  
Lumber

Dickey, Bradford H., D.D.S.  
630 S. Fairmont, D  
Lodi, CA 95240 ..... (209) 334-0630  
Dentists

Diet Center  
330 S. Fairmont Avenue, No. 2  
Lodi, CA 95240 ..... (209) 333-1931  
Weight Loss

Dillon Engineering  
1820 W. Kettleman Lane, Suite F  
Lodi, CA 95240 ..... (209) 334-6613  
Engineers

Dillions Peddler  
1110 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 334-9232  
Gift Stores

Dino's Steak House  
1110 W. Kettleman Lane, Unit 1  
Lodi, CA 95240 ..... (209) 368-5126  
Restaurants

Discount Pet Foods  
9 W. Locust  
Lodi, CA 95240 ..... (209) 333-7330  
Pet Supplies

Discovery Pay Cleaning  
P.O. Box 1282  
Lodi, CA 95241 ..... (209) 369-3441  
Janitorial/Housekeeping

Doctors Hoff, Saunders & Hoff  
830 S. Ham Lane, No. 28  
Lodi, CA 95242 ..... (209) 334-3815  
Physicians/Doctors

Dolls & Gifts You'll Love  
111 S. Cherokee Lane  
Lodi, CA 95240 ..... (209) 334-9192  
Dolls

Don Mann Advertising  
347 N. Stanislaus  
Stockton, CA 95202 ..... (209) 943-1575  
Advertising

Doors Plus, Inc.  
314 N. Main Street  
Lodi, CA 95240 ..... (209) 369-5866  
Doors

Dow's Nursery  
1320 W. Elm Street  
Lodi, CA 95242 ..... (209) 368-2422  
Nursery



Downing Paint & Equipment Co., Inc. 400 E. Kettleman Lane, No. 8 Lodi, CA 95240 ..... (209) 367-0856 Paint/Supplies	Elson, Max Insurance 301 S. Ham Lane, Suite F Lodi, CA 95242 ..... (209) 334-4242 Insurance	Farmers & Merchants Bank 121 W. Pine Street Lodi, CA 95240 ..... (209) 334-1101 Banks
Duncan Press 25 W. Lockeford Street Lodi, CA 95240 ..... (209) 334-6000 Printing	Ernie's Septic Tank Service 25409 N. Highway 99 Lodi, CA 95240 ..... (209) 368-5105 Refuse	Farmers & Merchants Bank (Vineyard) 1020 W. Kettleman Lane Lodi, CA 95242 ..... (209) 334-1101 Banks
Duncan, David L., CPA 1820 W. Kettleman Lane, Suite A Lodi, CA 95241 ..... (209) 339-0100 Accountants	Euclid Shopping Center 2293 W. Ball Road Anaheim, CA 92804 ..... (714) 774-9350 Shopping Centers	Faszer, Charles J. Inc. 636 Daisy Avenue Lodi, CA 95240 ..... (209) 368-3844 Construction/Contractors
Duncan, Duncan, & Associates 18815 N. Lower Sacramento Rd. Woodbridge, CA 95258-1066 ..... (209) 334-6717 Real Estate	Every Detail Auto Care of Lodi 123 N. Houston Lodi, CA 95240 ..... (209) 369-2833 Auto Detailing	Federated Insurance 215 W. Oak Street Lodi, CA 95240 ..... (209) 333-0596 Insurance/Commercial
Dupree, Robert W., Jr., O.D. 400 S. Fairmont Avenue Lodi, CA 95240 ..... (209) 334-0551 Eye Care	Executives Communication Exchange 218 S. School Street Lodi, CA 95240 ..... (209) 369-1001 Answering Services	Feltens Topaz Restaurant 215 N. Cherokee Lane Lodi, CA 95240 ..... (209) 369-3276 Restaurants
Durst Office Interiors 1818 W. Fremont Street Stockton, CA 95203 ..... (209) 463-5734 Office Supplies	F & I Bookkeeping & Tax Service 20 N. Cherokee Lane, A Lodi, CA 95240 ..... (209) 333-1773 Bookkeeping/Tax Services	Fessler, J.D., M.D., Inc. 2415 W. Vine Street Lodi, CA 95240 ..... (209) 369-2721 Physicians/Doctors
East Bay Municipal Utility District 108D W. Turner Road Lodi, CA 95242 ..... (209) 368-1475 Utilities	FT.G. Construction Materials Co. 804 N. Cluff Avenue Lodi, CA 95240 ..... (209) 334-4038 Construction/Contractors	Fidelity National Title Insurance Co. 621 S. Ham Lane Lodi, CA 95242 ..... (209) 368-2434 Title Companies
East Side Winery 6100 E. Highway 12 Lodi, CA 95240 ..... (209) 369-4768 Wineries	FCF Development Association 120 N. Pleasant Avenue Lodi, CA 95240 ..... (209) 333-2153 Real Estate	Fil-Con, Inc. P.O. Box 1346 Lodi, CA 95241 ..... (209) 339-8831 Construction/Contractors
Edwards, A.G. & Sons, Inc. 1776 W. March Lane, No. 240 Stockton, CA 95207 ..... (209) 369-2233 Investments	FGA Trading Company 122 N. Cherokee Lane Lodi, CA 95240 ..... (209) 339-8818 Car Stereos	Financial Management Services P.O. Box 690961 Lodi, CA 95241 ..... (209) 369-5302 Bookkeeping/Tax Service
El Papagallo No. 2 1024 Victor Road Lodi, CA 95240 ..... (209) 369-3791 Restaurants	Fairchild Insurance/Farmers Insurance 245 E. Kettleman Lane Lodi, CA 95240 ..... (209) 333-3358 Insurance	Fireside Thrift 23 N. School Street Lodi, CA 95240 ..... (209) 368-5385 Financial
El Rancho Motel 603 N. Cherokee Lane Lodi, CA 95240 ..... (209) 368-0651 Motels	Fairmont Rehabilitation Hospital 950 S. Fairmont Avenue Lodi, CA 95240 ..... (209) 368-0693 Convalescent Homes	First Baptist Church 19 S. Central Avenue Lodi, CA 95240 ..... (209) 334-1332 Churches
Elkana's Tailor Shop 1110 W. Kettleman Lane, No. 36 Lodi, CA 95242 ..... (209) 334-0632 Clothing	Family Chiropractic Center 315 W. Pine Street Lodi, CA 95240 ..... (209) 334-2440 Chiropractors	First Interstate Bank of California 200 S. School Street Lodi, CA 95240 ..... (209) 367-7100 Banks
Elkhorn Country Club 1050 Elkhorn Drive Stockton, CA 95209 ..... (209) 477-8896 Golf Course	Family Service Agency, Inc. 303 S. Pleasant Avenue Lodi, CA 95240-4030 ..... (209) 369-5612 Social Services	5 Day Business Forms Mfg., Inc. 1744 Ackerman Drive Lodi, CA 95240 ..... (209) 368-7117 Manufacturers
Elkhorn School 10505 N. Davis Road Stockton, CA 95209 ..... (209) 331-7311 Schools	Farm & Industrial Supply Co. 1150 Victor Road Lodi, CA 95240 ..... (209) 339-9940 Agribusiness	Flame Liquors 1301 W. Kettleman Lane Lodi, CA 95240 ..... (209) 334-3233 Liquors Stores
Elkhorn Mini School 9412 Lenox Stockton, CA 95209 ..... (209) 331-7325 Schools	Farmers Insurance/Fairchild Insurance 245 E. Kettleman Lane Lodi, CA 95240 ..... (209) 333-3358 Insurance	Forest Lake Golf Course 2450 E. Woodson Road Acampo, CA 95220 ..... (209) 369-5451 Golf Courses
Ellis Car Wash 820 S. Cherokee Lane Lodi, CA 95240 ..... (209) 333-1334 Auto Detailing	Farmers Insurance/Nyla McIntyre 314 N. Ham Lane Lodi, CA 95242 ..... (209) 334-6942 Insurance	Foster Lumber 2411 Maggio Circle Lodi, CA 95240 ..... (209) 339-9663 Lumber
Ellis Detail Center 305 W. Lodi Avenue Lodi, CA 95240 ..... (209) 339-0770 Auto Detailing	Farmers Insurance/John B. Metz 1088 W. Turner Lodi, CA 95240 ..... (209) 367-0815 Insurance	Founders Title Company 1420 S. Mills Avenue, Suite M Lodi, CA 95242 ..... (209) 334-3367 Title Companies



Fountainhead!  
1826 W. Kettleman Lane  
Lodi, CA 95242 ..... (209) 333-1991  
Investments

Frames & Fine Things  
18 W. Pine Street  
Lodi, CA 95240 ..... (209) 333-1246  
Gift Stores

Fry, Jeryl R.  
12609 N. West Lane  
Lodi, CA 95240 ..... (209) 334-3808  
Agribusiness

Fry's Food Store  
610 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 334-6854  
Food Stores

Fujitetsumo USA, Inc.  
127 Harney Lane  
Lodi, CA 95240 ..... (209) 339-9317  
Manufacturers

GMI Employees Federal Credit Union  
531 N. Mills  
Lodi, CA 95240 ..... (209) 334-5344  
Financial

Gary's Signs and Screen Printing  
1620 S. Ackerman Drive  
Lodi, CA 95240 ..... (209) 369-8592  
Signs

General Mills, Inc.  
2000 W. Turner Road  
Lodi, CA 95242 ..... (209) 369-3541  
Food Processors

Geno's  
710 S. Beckman Road  
Lodi, CA 95240 ..... (209) 334-1240  
Entertainment (Bowling, Skating, Movies, etc.)

Gerard and Gerard Realtors  
218 W. Pine Street  
Lodi, CA 95240 ..... (209) 369-1027  
Real Estate

Geweke Ford  
1045 S. Cherokee Lane  
Lodi, CA 95240 ..... (209) 334-6300  
Automotive Dealers

Giant Discount Tire Center, Inc.  
100 S. Sacramento Street  
Lodi, CA 95240 ..... (209) 369-8228  
Tire Sales/Repairs

Gienger's  
15 W. Oak Street  
Lodi, CA 95240 ..... (209) 369-9527  
Floor Coverings

Gierhart-Wells-Donahue Funeral Home  
123 N. School Street  
Lodi, CA 95240 ..... (209) 368-2444  
Funeral Homes

Glass Service  
200 E. Lodi Avenue  
Lodi, CA 95240 ..... (209) 368-5321  
Glass

Glass Shop, The  
521 C Street  
Galt, CA 95632 ..... (209) 369-0907  
Glass

Goehring, P.J.  
101 N. Avena Avenue  
Lodi, CA 95240 ..... (209) 368-6563  
Individuals

Golden Era Hotel  
18 S. Main Street  
Lodi, CA 95240 ..... (209) 333-8866  
Motels

Gonzalez Insurance Agency  
108 W. Turner Road, Suite B  
Lodi, CA 95240 ..... (209) 334-3842  
Insurance

Gooden, E.A. Construction  
1007 A Black Diamond Way  
Lodi, CA 95240 ..... (209) 369-8029  
Electricians

Goodwill Industries  
200 E. Oak Street  
Lodi, CA 95240 ..... (209) 368-6938  
Organizations

Graffigna Bros. Auto Parts, Inc.  
108 N. Sacramento Street  
Lodi, CA 95240 ..... (209) 369-4754  
Automotive

Graffigna Fruit Company  
2 W. Pine Street  
Lodi, CA 95240 ..... (209) 368-5361  
Fruits/Vegetables Packers/Sales

Grant Thornton, C.P.A.  
509 W. Weber Avenue  
Stockton, CA 95201 ..... (209) 948-1250  
Accountants

Graphic Workshop  
115 N. School  
Lodi, CA 95240 ..... (209) 334-4747  
Printing

Great Adventures Travel  
605 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 334-3134  
Travel Agencies

Great Western Bank  
37 W. Yokuts Avenue, B1  
Stockton, CA 95207 ..... (209) 951-5489  
Banks

Green, Debra S., C.P.A.  
441 S. Ham Lane, Suite C  
Lodi, CA 95242 ..... (209) 333-0637  
Accountants

Gross Convalescent Hospital  
321 W. Turner Road  
Lodi, CA 95240 ..... (209) 334-3760  
Convalescent Homes

Grupe Management Company  
1511 S. Mills Avenue  
Lodi, CA 95240 ..... (209) 369-1963  
Real Estate

Grupe Realtors  
1822 W. Kettleman Lane  
Lodi, CA 95242 ..... (209) 334-3855  
Real Estate

Guerrette, Shara Marketing Group  
1806 W. Kettleman Lane  
Lodi, CA 95242 ..... (209) 368-7111  
Advertising

Guifra's Deli  
623 E. Oak Street  
Lodi, CA 95240 ..... (209) 334-4680  
Catering

Guifra's Rentals  
623 E. Oak Street, No. G  
Lodi, CA 95240 ..... (209) 369-5997  
Rentals-Supplies

Guild Cleaners  
17 S. Church Street  
Lodi, CA 95240 ..... (209) 368-2414  
Dry Cleaners

Guild Cleaners  
1420 W. Kettleman Lane  
Lodi, CA 95242 ..... (209) 368-2755  
Dry Cleaners

Guild Wineries & Distilleries  
One Winemasters Way  
Lodi, CA 95240 ..... (209) 368-5151  
Wineries

H & M Builders  
1217 W. Tokay Street, B  
Lodi, CA 95240 ..... (209) 369-1955  
Construction/Contractors

Hahn & Bauer, C.P.A.'s  
310 W. Pine Street  
Lodi, CA 95240 ..... (209) 368-7183  
Accountants

Halay Realty & Property Management  
330 S. Fairmont Avenue  
Lodi, CA 95240 ..... (209) 334-3705  
Real Estate

Hammond, Chuck  
9610 E. Peltier Road  
Acampo, CA 95220 ..... (209) 334-0743  
Agribusiness

Hanson & Ballard Insurance Brokers  
301 S. Ham Lane, Suite F  
Lodi, CA 95242 ..... (209) 334-4242  
Insurance

Harman's Kentucky Fried Chicken  
820 W. Lodi Avenue  
Lodi, CA 95240 ..... (209) 368-4861  
Restaurants

Hassan's, Joe Clothing  
100 N. Sacramento Street  
Lodi, CA 95240 ..... (209) 369-6500  
Clothing

Hauner, Charles R./Grupe Realtors  
1822 W. Kettleman Lane  
Lodi, CA 95242 ..... (209) 334-3855  
Real Estate

Hayes Chiropractic Offices  
820 S. Fairmont Avenue  
Lodi, CA 95240 ..... (209) 368-6639  
Chiropractors

Helmsman, The  
14 S. School Street  
Lodi, CA 95240 ..... (209) 333-2559  
Printing

Help-U-Sell Real Estate of Lodi  
1421 S. Ham Lane  
Lodi, CA 95242 ..... (209) 333-0500  
Real Estate

Henderson Bros. Co., Inc.  
21 S. Sacramento Street  
Lodi, CA 95240 ..... (209) 369-3671  
Hardware

Henderson School  
13451 N. Extension Road  
Lodi, CA 95242 ..... (209) 331-7330  
Schools



Henslee, Bill & Sue/Century 21-Collins Realty 2401 W. Turner Road Lodi, CA 95242 ..... (209) 369-8436 Real Estate	Inez Realty 1313 W. Lockeford Street Lodi, CA 95240 ..... (209) 369-3693 Real Estate	Juarez Mexican Food 107 Lakewood mall Lodi, CA 95242 ..... (209) 369-0506 Restaurants
Herburger Publications, Inc. 604 N. Lincoln Way Galt, CA 95632 ..... (209) 745-1551 Publications	Interior Plus P.O. Box 1005 Woodbridge, CA 95258 ..... (209) 368-7844 Window Fashions	Junior Achievement 445 W. Weber, No. 220 Stockton, CA 95203 ..... (209) 943-6610 Organizations
Heritage School 509 E. Eden Lodi, CA 95240 ..... (209) 331-7334 Schools	Investment Network of America 31 S. School Street Lodi, CA 95240 ..... (209) 333-3823 Financial	K & K Tire & Wheel 615 E. Lodi Avenue Lodi, CA 95240 ..... (209) 334-3961 Alignment/Brakes/Tires
Hesseltine Realty 218 S. School Street Lodi, CA 95240 ..... (209) 334-3045 Real Estate	Isenberg, Phil, Assemblyman 1200 W. Tokay Street, Suite D Lodi, CA 95240 ..... (209) 334-4945 Individuals	KFMR 1120 N. San Joaquin Street Stockton, CA 95202 ..... (209) 462-5367 Advertising
Hittles, April Registered Electrolysis 315 W. Pine Street, Suite 4 Lodi, CA 95240 ..... (209) 368-6920 Hair Removal	J & S Lighting 1452 N. Williams Stockton, CA 95205 ..... (209) 466-9130 Electricians	K-Mart 420 S. Cherokee Lane Lodi, CA 95240 ..... (209) 333-0220 Department Stores
Hoffman Vineyards 10112 E. Woodbridge Acampo, CA 95220 ..... (209) 369-8578 Agribusiness	J. C. Penney Company 111 S. School Street Lodi, CA 95240 ..... (209) 369-3601 Department Stores	KOA Kampground 2851 E. Eight Mile Road Lodi, CA 95240 ..... (209) 334-0309 Campgrounds
Holland Construction 2208 Chaparral Court Lodi, CA 95242 ..... (209) 369-3739 Construction/Contractor	J.S.G. Trucking Company 19400 N. Highway 99 Acampo, CA 95220 ..... (209) 368-8815 Trucking	KSTN 2171 Ralph Avenue Stockton, CA 95206 ..... (209) 948-5786 Television/Radio
Home Video Theatre, Inc. 205 W. Lodi Avenue Lodi, CA 95240 ..... (209) 333-0551 Video Rentals	Jack Pot Road House Harney Lane & Jack Tone Road Lockeford, CA 95237 ..... (209) 369-7374 Food Stores	KWIN/KCVR 7808 Kelly Drive, A Stockton, CA 95207 ..... (209) 334-5946 Television/Radio
Household Finance 231 Lakewood Mall Lodi, CA 95242 ..... (209) 368-6683 Financial	Jame's Amusement Rentals 6720 E. Acampo Road Acampo, CA 95220 ..... (209) 369-0732 Amusement Rentals	Kanegawa, Brian, D.D.S. 777 S. Ham Lane, Suite J Lodi, CA 95242 ..... (209) 333-8113 Dentists
Houston School 4600 Acampo Road Acampo, CA 95220 ..... (209) 331-7475 Schools	Jeannette's Restaurant 620 S. Cherokee Lane Lodi, CA 95240 ..... (209) 368-4181 Restaurants	Kanegawa, Keith, D.D.S. 600 S. Fairmont Avenue Lodi, CA 95240 ..... (209) 369-3114 Dentists
Howen, Walter E., M.D. 315 N. California Street Lodi, CA 95240 ..... (209) 368-0661 Physicians/Doctors	Jo-Jo Pizza & Italian Restaurant 1400 W. Turner Road Lodi, CA 95242 ..... (209) 367-1943 Restaurants	Kenemura, Gary K., D.D.S. 630 S. Fairmont, A Lodi, CA 95240 ..... (209) 333-2688 Dentists
Hughes, Marilyn J., M.A., MFCC 1121 W. Vine Street, No. 12A Lodi, CA 95240 ..... (209) 368-0971 Counseling	Johnson & Heltzner, Optometrists 221 W. Oak Street Lodi, CA 95240 ..... (209) 368-5352 Eye Care	Katzakian, Heath & Williams 777 S. Ham Lane, Suite A Lodi, CA 95242 ..... (209) 333-8877 Real Estate
Hugo, Jerry D. Accountancy Corp. 641 S. Ham Lane, B Lodi, CA 95242 ..... (209) 369-3678 Accountants	Johnson Photography 324 W. Lockeford Street Lodi, CA 95240 ..... (209) 369-7390 Photography	Katzakian, Ted, Co., Inc. 777 S. Ham Lane Lodi, CA 95242 ..... (209) 334-5491 Construction/Contractors
Hust, G.G. & Sons, Inc. 116 N. School Street Lodi, CA 95240 ..... (209) 333-3355 Plumbing/Supplies/Materials	Johnson, Nola J. 1542 Timberlake Circle Lodi, CA 95242 ..... (209) 333-2404 Individuals	Kautz, John H. Farms 5490 E. Bear Creek Road Lodi, CA 95240 ..... (209) 334-4786 Agribusiness
ICR Company 1021 Black Diamond Way Lodi, CA 95240 ..... (209) 333-1943 Refrigeration Service	Jones, C. Edward, Co., Inc. 900 E. Victor Road Lodi, CA 95240 ..... (209) 334-2964 Construction/Contractors	Keithley, Scott, D.D.S. 630 S. Fairmont Lodi, CA 95240 ..... (209) 334-2211 Dentists
IDS Financial Services 404 W. Pine Street, Suite 6 Lodi, CA 95240 ..... (209) 334-3885 Financial	Jones, Edward D., & Company P.O. Box 1148 Lodi, CA 95241 ..... (209) 339-0843 Investments	Kelly Temporary Services 310 S. Crescent Avenue, No. B Lodi, CA 95240 ..... (209) 333-1444 Employment Temporary Secretarial Services
Inae, Paul M., M.D., Inc. 777 S. Ham Lane, Suite F Lodi, CA 95242 ..... (209) 334-1875 Physicians/Doctors	Jones, Robert Electric 2217 Orchis Drive Lodi, CA 95240 ..... (209) 333-2862 Electricians	Keszler, Chris, D.D.S. 816 W. Lodi Avenue Lodi, CA 95240 ..... (209) 369-2661 Dentists



Kiino's Flower Shop 527 W. Lodi Avenue Lodi, CA 95240 ..... (209) 369-1071 Florists	Lammle, Roger, Photography 12 W. Oak Street Lodi, CA 95240 ..... (209) 368-0679 Photography	Lody, Al, Financial Services 1300 W. Lodi Avenue, A16 Lodi, CA 95242 ..... (209) 334-3999 Financial
King Tsin Restaurant 121-B S. School Street Lodi, CA 95240 ..... (209) 334-0599 Restaurants	Landmark Graphics, Inc. 230 N. Stockton Street Lodi, CA 95240 ..... (209) 334-0443 Printing	Lodi Academy 1230 S. Central Street Lodi, CA 95240 ..... (209) 368-2781 Schools
King Videocable Company 1521 S. Stockton Street Lodi, CA 95240 ..... (209) 369-7451 Television/Radio	Langdon, H.E., M.D., Inc. 1121 W. Vine Street, No. 14 Lodi, CA 95240 ..... (209) 334-1782 Physicians/Doctors	Lodi Ace Home Center 315 S. Lower Sacramento Road Lodi, CA 95242 ..... (209) 369-7475 Hardware
Kirsten, Poore & Company 431 S. Ham Lane, Suite B Lodi, CA 95242 ..... (209) 334-1065 Accountants	Lange Twins 1298 W. Jahant Road Acampo, CA 95220 ..... (209) 339-4055 Agribusiness	Lodi Art Center 125 S. Hutchins, Suite C Lodi, CA 95240 ..... (209) 368-4925 Organizations
Kludt, E.F., & Sons, Inc. 1126 E. Pine Street Lodi, CA 95240 ..... (209) 368-0634 Petroleum Products	Lasting Impressions 110 N. School Street Lodi, CA 95240 ..... (209) 369-6716 Office Supplies	Lodi Avenue Business Center 1300 W. Lodi Avenue Lodi, CA 95242 ..... (209) 339-4900 Real Estate
Koehnhen, Gary 2427 W. Elm Street Lodi, CA 95242 ..... (209) 334-0935 Construction/Contractor	Lawrence School 721 Calaveras Lodi, CA 95240 ..... (209) 331-7356 Schools	Lodi Avenue Dental Office 322 W. Lodi Avenue Lodi, CA 95240 ..... (209) 333-8016 Dentists
Kundert & Bauer 6 W. Oak Street Lodi, CA 95240 ..... (209) 369-2872 Appliance Sales	Let's Celebrate 14 N. School Street Lodi, CA 95240 ..... (209) 368-0611 Gift Stores	Lodi Avenue Discount Liquors 914 W. Lodi Avenue Lodi, CA 95240 ..... (209) 333-7478 Liquor Stores
Kundert & Rolph Insurance Agency 225 W. Elm Street, E Lodi, CA 95240 ..... (209) 334-3201 Insurance	Levy, A., & J. Zentner Co. 420 E. Lockeford Street Lodi, CA 95240 ..... (209) 369-5669 Fruits/Vegetables Packers/Sales	Lodi Board of Realtors 777 S. Ham Lane, C Lodi, CA 95242 ..... (209) 368-5316 Real Estate
Kustom Kurves Auto Body & Paint 4 N. Houston Lane Lodi, CA 95240 ..... (209) 334-6803 Automotive Repair	Liberty High School 660 W. Walnut Street Lodi, CA 95240 ..... (209) 331-7634 Schools	Lodi Cabinet Sales 1004 Industrial Way, Unit C Lodi, CA 95240 ..... (209) 334-4626 Cabinet Making/Woodwork
L & L Travel 11 S. School Street Lodi, CA 95240 ..... (209) 339-4444 Travel Agencies	Life Medical Industries, The P.O. Box 692170 Stockton, CA 95269 ..... (209) 334-0830 Ambulance Service	Lodi Career Center 525 W. Lockeford St. Lodi, CA 95240 ..... (209) 331-7642 Schools
L.B. Lights West, Inc. 2475 Maggio Circle Lodi, CA 95240 ..... (209) 333-0996 Lighting	Lincoln Family Medical Group 2415 W. Vine Street, No. 103 Lodi, CA 95240 ..... (209) 333-8066 Physicians/Doctors	Lodi Ceramic Tile & Marble 25 S. Stockton Street Lodi, CA 95240 ..... (209) 333-0344 Tile & Marble Distributors
L.S. Designs, Inc. 1214 S. Lee Lodi, CA 95240 ..... (209) 369-3983 Home Furnishings/Interior Decorating	Lindal Cedar Homes 4545 Discovery Point Byron, CA 94514 ..... (415) 634-8242 Construction/Contractors	Lodi Chiropractic Offices 900 S. Fairmont Lodi, CA 95240 ..... (209) 368-5535 Chiropractors
Lakeshore Management Co., Inc. 1923 Carmel Circle Lodi, CA 95242 ..... (209) 334-2343 Property Management	Lindsay Ecowater Systems 830 S. Central Avenue Lodi, CA 95240 ..... (209) 369-1081 Water Filtration	Lodi Custom Tile 2935 Fernwood Lodi, CA 95242 ..... (209) 339-8797 Construction/Contractors
Lakewood Chevron 236 N. Ham Lane Lodi, CA 95242 ..... (209) 334-2241 Service Stations	Littlehale Vineyard, Inc. 3434 E. Peltier Road Acampo, CA 95220 ..... (209) 369-7658 Agribusiness	Lodi Dance Source 1420 W. Kettleman Lane Lodi, CA 95242 ..... (209) 339-9124 Dance School/Clothing
Lakewood Drugs 115 Lakewood Mall Lodi, CA 95242 ..... (209) 368-6636 Drug Stores	Litts, Phil & Associates 1300 W. Lodi Avenue, A-13 Lodi, CA 95242 ..... (209) 368-1088 Training Programs	Lodi Development, Inc. 1420 S. Mills Ave. Lodi, CA 95242 ..... (209) 367-7600 Construction/Contractors
Lakewood Meats & Sausage 318 N. Ham Lane Lodi, CA 95242 ..... (209) 369-1122 Meat	Live Oak School 5099 E. Bear Creek Road Lodi, CA 95240 ..... (209) 331-7370 Schools	Lodi District Grape Growers Association P.O. Box 2004 Lodi, CA 95241-2004 ..... (209) 368-0685 Organizations
Lakewood School 1100 N. Ham Lane Lodi, CA 95240 ..... (209) 331-7348 Schools	Lockeford School 19456 N. Tully Road Lockeford, CA 95237 ..... (209) 727-5084 Schools	Lodi Education Association 740 Willow Glen Drive Lodi, CA 95240 ..... (209) 368-1663 Organizations



Lodi Elks Lodge No. 1900 P.O. Box 155 Woodbridge, CA 95258 ..... (209) 369-3291 Organizations	Lodi Metal Technology, Inc. 213 S. Kelly Lodi, CA 95240 ..... (209) 334-2500 Metal	Lodi Rebuilders 625 N. Sacramento Street Lodi, CA 95240 ..... (209) 334-0427 Automotive
Lodi Eye Medical Group 840 S. Fairmont Avenue, No. 2 Lodi, CA 95240 ..... (209) 369-3516 Eye Care	Lodi Motor Inn 1140 S. Cherokee Lane Lodi, CA 95240 ..... (209) 334-6422 Motels	Lodi Rotary P.O. Box 821 Lodi, CA 95241-8210 ..... (209) 368-0493 Organizations
Lodi Fab 1029 S. Sacramento Street Lodi, CA 95240 ..... (209) 333-5000 Manufacturers	Lodi News Sentinel 125 N. Church Street Lodi, CA 95240 ..... (209) 369-2761 Publications	Lodi Schwinn 11 S. Church Street Lodi, CA 95240 ..... (209) 333-2453 Bicycles
Lodi Funeral Home, Inc. 725 S. Fairmont Ave. Lodi, CA 95240 ..... (209) 369-3564 Funeral Homes	Lodi Nut Company, Inc. 1230 S. Fairmont Avenue Lodi, CA 95240 ..... (209) 334-2081 Fruits/Vegetables Packers/Sales	Lodi Screen Arts 25 S. Stockton Street, Suite A Lodi, CA 95240 ..... (209) 369-1053 Screen Printing
Lodi Golf Range 531 E. Lockeford Street Lodi, CA 95240 ..... (209) 369-2006 Golf Courses	Lodi Oaks Apartments 602 Wimbledon Drive Lodi, CA 95240 ..... (209) 333-0111 Apartment Complex	Lodi Sick Room Supply, Inc. 340 S. Fairmont Avenue Lodi, CA 95240 ..... (209) 369-3641 Medical Services
Lodi Grape Festival 413 E. Lockeford Street Lodi, CA 95240 ..... (209) 369-2771 Organizations	Lodi Obstetrics & Gynecology Group 1235 W. Vine Street, Suite 22 Lodi, CA 95240 ..... (209) 334-3333 Physicians/Doctors	Lodi Siding & Roofing, Inc. 428½ Louie Avenue Lodi, CA 95240 ..... (209) 369-6250 Roofs
Lodi Heart Center 777 S. Ham Lane, Suite G Lodi, CA 95242 ..... (209) 334-3278 Physicians/Doctors	Lodi Office Products 21 N. School St. Lodi, CA 95241 ..... (209) 334-1245 Office Supplies	Lodi Sister City Committee, Inc. 614 Palm Avenue Lodi, CA 95240 ..... (209) 333-6700 Organizations
Lodi Heating & Air Conditioning 112 S. Main Street Lodi, CA 95240 ..... (209) 334-4268 Heating/Air Conditioning	Lodi Outpatient Surgical Center 521 S. Ham Lane Lodi, CA 95242 ..... (209) 368-2462 Physicians/Doctors	Lodi Small Car Sales 519 S. Cherokee Lane Lodi, CA 95240 ..... (209) 333-8811 Automotive Dealers
Lodi High School 3 S. Pacific Avenue Lodi, CA 95242 ..... (209) 331-7815 Schools	Lodi Pediatric Associates 900 S. Fairmont Avenue Lodi, CA 95240 ..... (209) 369-7493 Physicians/Doctors	Lodi Sporting Goods 718 W. Kettleman Lane Lodi, CA 95240 ..... (209) 368-7993 Sporting Goods
Lodi Honda 1700 S. Cherokee Lane Lodi, CA 95240 ..... (209) 334-6632 Automotive Dealers	Lodi Pediatric Dentistry 1300 W. Lodi Avenue, M Lodi, CA 95242 ..... (209) 333-0374 Dentists	Lodi Stor-All 1431 S. Stockton Street Lodi, CA 95240 ..... (209) 334-2065 Storage
Lodi Interiors 768 W. Kettleman Lane Lodi, CA 95240 ..... (209) 369-3605 Upholstery	Lodi Physical Therapy 1220 W. Vine Street, B Lodi, CA 95240 ..... (209) 368-7433 Physical Therapy	Lodi Super Market 1411 S. Cherokee Lane Lodi, CA 95240 ..... (209) 368-5315 Food Stores
Lodi Iron Works 820 S. Sacramento St. Lodi, CA 95241 ..... (209) 368-5395 Foundries	Lodi Piano & Organ Center 726 W. Lodi Ave. Lodi, CA 95240 ..... (209) 367-1273 Music	Lodi Symphony Orchestra Association P.O. Box 2716 Lodi, CA 95241 ..... (209) 367-1726 Organizations
Lodi Irrigation 1301 E. Armstrong Road Lodi, CA 95242 ..... (209) 368-5082 Agribusiness	Lodi Plumbing 608 S. Sacramento Street Lodi, CA 95240 ..... (209) 334-2459 Plumbing/Supplies/Materials	Lodi Tent & Awning Co. 1617 S. Ackerman Lodi, CA 95240 ..... (209) 368-5567 Awning/Tents
Lodi Kiwanis Club P.O. Box 514 Lodi, CA 95241 ..... (209) 369-8274 Organizations	Lodi Podiatry Group 1300 W. Lodi Avenue, W Lodi, CA 95242-3038 ..... (209) 334-6664 Physicians/Doctors	Lodi Tire Service, Inc. 240 N. Cherokee Lane Lodi, CA 95240 ..... (209) 369-1985 Tire Sales/Repairs
Lodi Lighthouse 710 S. Beckman Road Lodi, CA 95240 ..... (209) 368-0888 Lighting	Lodi Police Officers' Association P.O. Box 116 Lodi, CA 95241 ..... (209) 333-6727 Organizations	Lodi Tractor & Equipment 701 N. Sacramento Street Lodi, CA 95240 ..... (209) 368-4009 Farm Equipment
Lodi Memorial Hospital 975 S. Fairmont Avenue Lodi, CA 95240 ..... (209) 334-3411 Hospitals	Lodi Printing Company N. Sacramento & Louie Avenue Lodi, CA 95240 ..... (209) 334-4766 Printing	Lodi Traffic School 844 W. Lodi Avenue Lodi, CA 95240 ..... (209) 334-1422 Traffic Schools
Lodi Memorial Hospital Adult Day Care Services 125 S. Hutchins St. Lodi, CA 95240 ..... (209) 369-4443 Hospitals	Lodi Ready Mix & Building Materials 851 E. Lodi Avenue Lodi, CA 95240 ..... (209) 368-2794 Construction/Contractors	Lodi Travel 1124 W. Tokay Street Lodi, CA 95240 ..... (209) 368-2771 Travel Agencies



Lodi Truck Service  
1430 S. Cherokee Lane  
Lodi, CA 95240 .....(209) 334-4100  
Trucking

Lodi True Value Hardware  
872 Kettlemann Lane  
Lodi, CA 95240 .....(209) 369-4259  
Hardware

Lodi Typewriter  
1213 W. Lockeford Street  
Lodi, CA 95240-1635 .....(209) 368-8843  
Office Supplies

Lodi U-Haul Center  
450 N. Cherokee Lane  
Lodi, CA 95240 .....(209) 368-7748  
Rentals/Supplies

Lodi Unified School District  
1300 W. Lodi Avenue, Suite p  
Lodi, CA 95242 .....(209) 331-7111  
Schools

Lodi Urological Group  
830 S. Ham Lane, No. 26  
Lodi, CA 95242 .....(209) 368-6661  
Physicians/Doctors

Long's Drug Store  
1000 W. Kettlemann Lane  
Lodi, CA 95240 .....(209) 368-2722  
Drug Stores

Long's Drug Store  
100 W. Lodi Avenue  
Lodi, CA 95240 .....(209) 369-5853  
Drug Stores

Lucchesi, Shirley, Realtor  
428 W. Pine Street  
Lodi, CA 95240 .....(209) 334-9363  
Real Estate

Lucky House  
550 S. Cherokee Lane  
Lodi, CA 95240 .....(209) 339-1678  
Restaurants

Lucky Stores  
530 W. Lodi Avenue  
Lodi, CA 95240 .....(209) 368-1389  
Food Stores

Lund, Keith A. Construction Inspection Service  
1102 Chianti  
Lodi, CA 95240 .....(209) 367-1630  
Construction Inspection

Lusk Distributing  
2429 S. Stockton St.  
Lodi, CA 95240 .....(209) 367-0434  
Bath & Kitchen Designs  
Plumbing/Supplies/Materials

Lyon's Restaurants  
233 S. School Street  
Lodi, CA 95240 .....(209) 334-0465  
Restaurants

M & R Packing  
33 E. Tokay Street  
Lodi, CA 95240 .....(209) 369-2725  
Fruits/Vegetable Packers/Sales

M & R Sales  
873 E. Pine Street  
Lodi, CA 95240 .....(209) 334-1900  
Metal

Maddy's Small World  
1306 Lakewood Mall  
Lodi, CA 95242 .....(209) 334-9562  
Gift Stores

Magnus, Vernon J., M.D.  
2415 W. Vine Street, Ste. 106  
Lodi, CA 95242 .....(209) 334-9051  
Physicians/Doctors

Mahin School  
5080 Armstrong Road  
Lodi, CA 95240 .....(209) 331-7376  
Schools

Mail Boxes, Etc., USA  
1040 W. Kettlemann Lane, 1B  
Lodi, CA 95240 .....(209) 367-0922  
Postal Services

Mainland Nursery, Inc.  
40 W. Turner Road  
Lodi, CA 95240 .....(209) 334-1680  
Nursery

Mandarin House  
429 W. Lockeford Street  
Lodi, CA 95240 .....(209) 369-0563  
Restaurants

Markle Automotive  
91 S. Kelly Street  
Lodi, CA 95240 .....(209) 368-5638  
Automotive Repair

Marshall & Marshall  
404 W. Pine Street, No. 14  
Lodi, CA 95240 .....(209) 369-2751  
Attorneys

Mary Kay Cosmetics  
1195 Orangewood  
Lodi, CA 95242 .....(209) 333-3380  
Cosmetology

Mary Kay Cosmetics/Sue Henslee  
4900 N. Highway 99, No. 175  
Stockton, CA 95212 .....(209) 333-2113  
Cosmetology

Mataga Olds, Buick, Inc.  
880 S. Beckman Road  
Lodi, CA 95240 .....(209) 333-2233  
Automotive Dealers

McClerkin Insurance Services  
1110 W. Kettlemann Lane, Ste. 30  
Lodi, CA 95240 .....(209) 334-2344  
Insurance

McDonald's  
200 W. Lodi Avenue  
Lodi, CA 95240 .....(209) 333-1183  
Restaurants

McKnight, Gene, C.P.A.  
911 Industrial Way, C  
Lodi, CA 95240 .....(209) 369-5841  
Accountants

McMahan Valley Stores  
220 S. Church Street  
Lodi, CA 95240 .....(209) 368-5308  
Home Furnishings/Interior Decorating

Medical Arts Pharmacy  
1121 W. Vine Street  
Lodi, CA 95240 .....(209) 369-3551  
Drug Stores

Medical Data North  
641 S. Ham Lane, Ste. C  
Lodi, CA 95240 .....(209) 334-3499  
Billing Service

Meehleis Modular Buildings, Inc.  
1303 E. Lodi Avenue  
Lodi, CA 95240 .....(209) 334-4637  
Construction/Contractors

Merrill-Lynch/Rick Granados  
5405 N. Pershing Avenue  
Stockton, CA 95207 .....(209) 957-4035  
Financial

Mertz, Adams, Horstmann & Funke  
111 W. Pine Street  
Lodi, CA 95240 .....(209) 333-1414  
Attorneys

Meyers, Anne  
131 S. Avena  
Lodi, CA 95240 .....(209) 368-2352  
Individuals

Meyers, Vic, Inc.  
320 S. Sacramento St.  
Lodi, CA 95240 .....(209) 334-5700  
Foundries

Micro Data Design & Maintenance, Inc.  
P.O. Box 2482  
Lodi, CA 95241 .....(209) 334-3282  
Computer Services

Mid-State Termite Control  
2099 E. Fremont Street  
Stockton, CA 95205 .....(209) 333-8060  
Exterminators

Midas Muffler  
325 E. Kettlemann Lane  
Lodi, CA 95240 .....(209) 369-5851  
Automotive Repair

Mindt's Diesel Engine Parts  
911 Industrial Way, Unit E  
Lodi, CA 95240 .....(209) 334-9498  
Automotive

Mokelumne River School  
18950 N. Highway 99  
Acampo, CA 95220 .....(209) 368-7271  
Schools

Ted A. Molino, Builder  
1351 E. Pine Street, Suite C  
Lodi, CA 95240 .....(209) 369-8271  
Construction/Contractors

Mondavi, Robert, Enterprises, Inc.  
5950 E. Woodbridge Road  
Woodbridge, CA 95258 .....(209) 369-5861  
Wineries

Morada Eastview School  
5001 E. Eastview Drive  
Stockton, CA 95212 .....(209) 331-7490  
Schools

Morita, Dennis D.  
404 W. Pine Street, Suite 7  
Lodi, CA 95240 .....(209) 368-5324  
Accountants

Morris & Wenell  
222 W. Lockeford St., Suite 9  
Lodi, CA 95240 .....(209) 368-8258  
Architects

Morris Plan  
531 W. Lodi Avenue  
Lodi, CA 95240 .....(209) 369-5845  
Financial

Morris, George A., D.D.S.  
1300 W. Lodi Avenue, N  
Lodi, CA 95242 .....(209) 368-5172  
Dentists

Moss & Craig Commercial Real Estate  
1919 Grand Canal Blvd., A-3  
Stockton, CA 95207 .....(209) 333-3737  
Real Estate



Motion Industries  
1030 Victor Road  
Lodi, CA 95240 ..... (209) 334-2530  
Manufacturers

Mr. Trucker, Inc.  
1533 S. Stockton Street  
Lodi, CA 95240 ..... (209) 334-3883  
Trucking

Muffler Man, The  
827 N. Sacramento Street  
Lodi, CA 95240 ..... (209) 369-5387  
Automotive Repair

Mullen, Sullivan & Newton  
1111 W. Tokay Street  
Lodi, CA 95240 ..... (209) 334-5144  
Attorneys

Muller Supply Company  
415 S. Sacramento Street  
Lodi, CA 95240 ..... (209) 334-3781  
Construction/Contractors

Murphy, Richard R.  
1110 W. Kettleman Lane, Ste. 24  
Lodi, CA 95240 ..... (209) 333-2666  
Attorneys

Music Box, The  
730 W. Lodi Avenue  
Lodi, CA 95240 ..... (209) 369-8441  
Music

Nakata, Roland, M.D.  
815 S. Fairmont Avenue  
Lodi, CA 95240 ..... (209) 333-1884  
Physicians/Doctors

National Health Spa - Ladies Club  
824 Kettleman Lane  
Lodi, CA 95240 ..... (209) 367-1180  
Fitness

National Med  
1524 McHenry Avenue, Suite 425  
Modesto, CA 95350 ..... (209) 527-3350  
Insurance

National University - Stockton  
4643 Quail Lakes Drive, No. 203  
Stockton, CA 95207 ..... (209) 478-9801  
Schools

Nedham School  
420 S. Pleasant Ave.  
Lodi, CA 95240 ..... (209) 331-7527  
Schools

New Horizons Travel - Discount Cruise  
920 S. Cherokee Lane, P  
Lodi, CA 95240 ..... (209) 333-2763  
Travel Agencies

New Shanghai  
100 E. Pine Street  
Lodi, CA 95240 ..... (209) 368-5961  
Restaurants

New York Life Insurance/Mike Georguson  
501 W. Weber Avenue, Ste. 500  
Stockton, CA 95203 ..... (209) 941-1800  
Insurance

New York Life Insurance/Alex Modehn  
P.O. Box 600-A  
Lodi, CA 95240 ..... (209) 368-5521  
Insurance

Newcomers Service  
2523 "J" Street, Suite 6  
Sacramento, CA 95816 ..... (209) 369-2185  
Welcoming Services

Newman & Ramsey Insurance  
420 W. Pine Street  
Lodi, CA 95240 ..... (209) 369-4747  
Insurance

Nichols & Nissen Realtors  
18540 E. Highway 88  
Lockeford, CA 95237 ..... (209) 727-3757  
Real Estate

Nichols School  
1301 S. Crescent Ave.  
Lodi, CA 95240 ..... (209) 331-7378  
Schools

Nietschke, Dee, Real Estate  
245 E. Kettleman Lane  
Lodi, CA 95240 ..... (209) 333-8831  
Real Estate  
Property Management

Nor-Cal Beverage  
1800 E. Fremont  
Stockton, CA 95207 ..... (209) 943-0381  
Beverage/Bottling

North American Title Company  
301 S. Ham Lane, Suite C  
Lodi, CA 95242 ..... (209) 339-0060  
Title Companies

North Valley Ag Service  
P.O. Box 885  
Victor, CA 95253 ..... (209) 369-0975  
Agribusiness

Norwest Mortgage, Inc.  
1110 W. Kettleman Lane, Ste. 23  
Lodi, CA 95240 ..... (209) 339-8780  
Financial

Novus Development & Management, Inc.  
1209 W. Tokay Street, No. 6  
Lodi, CA 95240 ..... (209) 333-8008  
Construction/Contractors

Nutcracker Sweets  
239 Lakewood Mall  
Lodi, CA 95240 ..... (209) 369-4958  
Gift Stores

Nutri/System Weight Loss Center  
1421 S. Ham Lane  
Lodi, CA 95242 ..... (209) 339-9700  
Weight Loss

Oak Furniture Outlet  
8 N. Cherokee Lane  
Lodi, CA 95240 ..... (209) 334-3841  
Home Furnishings/Interior Decorating

Oakwood School  
1315 Woodcreek  
Stockton, CA 95209 ..... (209) 331-7392  
Schools

Oakwood Veterinary Hospital  
18815 N. Lower Sacramento Road  
Woodbridge, CA 95258 ..... (209) 333-7010  
Veterinary Hospitals

Odama, Tomio T., M.D.  
1117 W. Tokay Street, Suite A  
Lodi, CA 95240 ..... (209) 333-2550  
Physicians/Doctors

Office Staples  
312 N. Ham Lane  
Lodi, CA 95242 ..... (209) 368-7101  
Office Supplies

Okazaki, Aki, C.P.A.  
1209 W. Tokay Street  
Lodi, CA 95240 ..... (209) 334-2401  
Accountants

Otto Drive School  
3810 Otto Drive  
Stockton, CA 95209 ..... (209) 331-7407  
Schools

Overhead Door Corp.-CA Division  
1220 Victor Road  
Lodi, CA 95240 ..... (209) 334-4800  
Manufacturers

Oye, Ronald T., O.D.  
330 S. Fairmont, No. 4  
Lodi, CA 95240 ..... (209) 334-3158  
Eye Care

PAM, Inc.  
2020 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 334-6565  
Real Estate

PR's Autohaus of Lodi  
322 N. Main Street  
Lodi, CA 95240 ..... (209) 334-4605  
Automotive

Pac West Telecomm, Inc.  
420 N. California  
Stockton, CA 95207 ..... (209) 943-1262  
Telephone Systems

Pacific Bell  
4747 Feather River, Room 108  
Stockton, CA 95207 ..... (209) 811-3100  
Telephone Systems

Pacific Bell Directory  
8795 Folson Blvd., 2nd Floor  
Sacramento, CA 95826 ..... (916) 386-4200  
Advertising

Pacific Coast Producers  
32 E. Tokay Street  
Lodi, CA 95240 ..... (209) 334-3352  
Canners

Pacific Coast Producers Can Mfg. Division  
835 S. Stockton Street  
Lodi, CA 95240-4893 ..... (209) 334-4411  
Manufacturers

Pacific Gas & Electric  
12 W. Pine Street  
Lodi, CA 95240 ..... (209) 369-3538  
Utilities

Pacific State Bank  
246 E. Main Street  
Stockton, CA 95202 ..... (209) 943-7400  
Banks

Padmesh, Ganga, M.D.  
2415 W. Vine Street, Suite 101  
Lodi, CA 95242 ..... (209) 333-8001  
Physicians/Doctors

Padmesh, Hosahalli, M.D.F.R.C.S.  
2415 W. Vine Street, No. 101  
Lodi, CA 95242 ..... (209) 334-2695  
Physicians/Doctors

Pam's Pool & Leisure  
203 N. Houston Lane  
Lodi, CA 95240 ..... (209) 334-0266  
Swimming Pools/Spas

Pantel's House of Lighting  
21 W. Locust Street  
Lodi, CA 95240 ..... (209) 369-2332  
Lighting

Parts House 1, The  
409 E. Lodi Avenue  
Lodi, CA 95240 ..... (209) 333-2228  
Automotive



Pat's Baseball Cards, Etc.  
1325 E. Lockeford Street  
Lodi, CA 95240 ..... (209) 334-6643  
Collectibles

Payless Building Supply  
532 E. Lockeford Street  
Lodi, CA 95240 ..... (209) 333-0389  
Lumber

Pennysaver  
980 W. Robinhood  
Stockton, CA 95207 ..... (209) 474-3325  
Advertising

Phillips Farms Winery  
4580 W. Highway 12  
Lodi, CA 95240 ..... (209) 368-7384  
Wineries

Photo Instant Print  
222 W. Pine Street  
Lodi, CA 95240 ..... (209) 368-8089  
Printing

Pietro's Restaurant  
317 E. Kettleman Lane  
Lodi, CA 95240 ..... (209) 368-0613  
Restaurants

Pine Auto Supply  
221 W. Lodi Avenue  
Lodi, CA 95240 ..... (209) 369-9606  
Automotive

Pine Street Bare Furniture  
16 W. Pine Street  
Lodi, CA 95240 ..... (209) 334-4821  
Home Furnishings/Interior Decorating

Pizza Hut  
210 N. Ham Lane  
Lodi, CA 95242 ..... (209) 369-1961  
Restaurants

Podesta's Party Paper, Etc.  
882 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 369-2758  
Party Supplies

Pollardville Chicken Kitchen, Inc.  
10464 N. Highway 99  
Stockton, CA 95212 ..... (209) 931-0272  
Restaurants  
Catering

Porti's  
910 S. Cherokee Lane  
Lodi, CA 95240 ..... (209) 369-2416  
Restaurants

Poser's TV & Radio  
208 S. School Street  
Lodi, CA 95240 ..... (209) 368-4739  
Television/Radio

Posey's Hearing Aid Center  
519 W. Lodi Avenue  
Lodi, CA 95240 ..... (209) 333-0338  
Hearing Aids

Postal Connection  
2401 W. Turner Road, No. 360  
Lodi, CA 95242 ..... (209) 333-8804  
Postal Services

Precious Illuminations  
327 Poplar Street  
Lodi, CA 95240 ..... (209) 334-5328  
Photography

Precision Intricast, Inc.  
16 W. Elm Street  
Lodi, CA 95240 ..... (209) 334-0464  
Medical Services

Preferred Business Index by Fortex  
23 Wild Rose Court  
Lodi, CA 95242 ..... (209) 339-8532  
Advertising

Pra-School Services - Latch Key  
701 Calaveras Street  
Lodi, CA 95240 ..... (209) 331-7255  
Schools

Preszler Electric  
19626 N. Hildebrand Lane  
Acampo, CA 95220 ..... (209) 368-3139  
Electricians

Printing Press, The  
407 W. Lodi Ave.  
Lodi, CA 95240 ..... (209) 334-1440  
Printing

Private Industry Council  
850 N. Hunter Street  
Stockton, CA 95202 ..... (209) 468-3500  
Employment  
Financial

Proctor, Alonzo, & S. Brizandine, D.D.S.  
525-A S. Fairmont Avenue  
Lodi, CA 95240 ..... (209) 368-5101  
Dentists

Professional Reliable Nursing  
1545 Saint Marks Plaza, No. 1A  
Stockton, CA 95207 ..... (800) 826-5773  
Medical Services

Protech Stun-Gun Experts  
105 E. Pine Street  
Lodi, CA 95240 ..... (209) 334-4216  
Personal Security

Prudential Aladdin Real Estate Co.  
330 S. Fairmont Avenue, No. 1  
Lodi, CA 95240 ..... (209) 334-2141  
Real Estate

OBS  
1300 W. Lodi Avenue, No. A14  
Lodi, CA 95240 ..... (209) 333-8488  
Bookkeeping/Tax Services

Quantum Communications, Inc.  
1300 W. Lodi Avenue, Suite A-15  
Lodi, CA 95242 ..... (209) 339-4411  
Telephone Systems

Quashnick Tool Corporation  
401 S. Main Street  
Lodi, CA 95240 ..... (209) 334-5283  
Plastic

Quik Stop No. 148  
205 W. Lockeford Street  
Lodi, CA 95240 ..... (209) 369-1142  
Food Stores

Quik Stop No. 152  
1721 S. Cherokee Lane  
Lodi, CA 95240 ..... (209) 369-7375  
Food Stores

Radio Plus  
335 E. Kettleman Lane  
Lodi, CA 95240 ..... (209) 368-8976  
Television/Radio

Rainbow Motel  
607 S. Cherokee Lane  
Lodi, CA 95240 ..... (209) 368-2707  
Motels

Raley's  
333 Westgate Center  
Lodi, CA 95240 ..... (209) 369-1917  
Food Stores

Rapaport, Gary, M.D.  
840 S. Fairmont Avenue  
Lodi, CA 95240 ..... (209) 333-1751  
Occupational Health / Physicians/Doctors

Readmore Bookstore  
121 S. School Street  
Lodi, CA 95240 ..... (209) 333-8812  
Books

Realty World/Dial Realty  
920 Chsrokee Lane, Suite G  
Lodi, CA 95240 ..... (209) 368-2475  
Real Estate

Reese School  
1800 W. Elm Street  
Lodi, CA 95242 ..... (209) 331-7424  
Schools

Reeves Co., Inc., The  
300 W. Pine Street  
Lodi, CA 95240 ..... (209) 334-3000  
Insurance

Reimche & Associates  
586 Alan Avenue  
Woodbridge, CA 95258 ..... (209) 367-1055  
Bookkeeping/Tax Services

Reynolds, Toni F., D.C.  
404 W. Pine Street, Suite 4  
Lodi, CA 95240 ..... (209) 334-4308  
Chiropractors

Rick's Pizza  
2525 S. Hutchins  
Lodi, CA 95240 ..... (209) 339-9411  
Restaurants

River Oaks Realty  
902 E. Victor Road  
Lodi, CA 95240 ..... (209) 333-7221  
Real Estate

Ro-Tile, Inc.  
1615 S. Stockton Street  
Lodi, CA 95240 ..... (209) 334-1380  
Floor Coverings

Roberts Petroleum Service  
930 Victor Road  
Lodi, CA 95240 ..... (209) 334-3967  
Petroleum Products

Robinson's Feed Company  
101 E. Lodi Avenue  
Lodi, CA 95240 ..... (209) 368-2716  
Pet Supplies

Robinson, Dean, O.D.  
1100 W. Tokay Street  
Lodi, CA 95240 ..... (209) 334-2626  
Eye Care

Rocha's Mortuary  
215 S. School Street  
Lodi, CA 95240 ..... (209) 368-5128  
Funeral Homes

Rocky Mountain Window Tinting  
820 S. Beckman Road, No. 2  
Lodi, CA 95240 ..... (209) 369-0663  
Window Tinting

Roek Construction  
3736 S. Highway 99  
Stockton, CA 95208 ..... (209) 464-8344  
Construction/Contractors

Rogel, Gordon Bruce, M.D.  
510 S. Fairmont  
Lodi, CA 95240 ..... (209) 334-4975  
Physicians/Doctors



Rose Marie Realty 1 N. Cherokee Lane Lodi, CA 95240 ..... (209) 334-1642 Real Estate	San Joaquin Fire & Burglary 330 N. Wilson Way Stockton, CA 95205 ..... (209) 466-2549 Alarm Systems	Share Homes Foster Family Agency 307 E. Kettleman Lane Lodi, CA 95240 ..... (209) 334-6376 Social Services
Round Table Pizza 1040 W. Kettleman Lane, No. 4 Lodi, CA 95240 ..... (209) 333-3755 Restaurants	San Joaquin Sulphur Company 720 N. Sacramento Street Lodi, CA 95240 ..... (209) 368-6676 Irrigation	Shaw Barton Specialty Advertising 1673 Timberlake Drive Lodi, CA 95242 ..... (209) 333-3366 Advertising
Rudioff Van & Storage Co., Inc. 2754 Teepee Drive Stockton, CA 95205 ..... (209) 368-2426 Moving/Storage	Sasaki Accountancy Corporation 1806 W. Kettleman Lane, No. I Lodi, CA 95242 ..... (209) 369-3548 Accountants	Siegluck, Jack 1702 Timberlake Circle Lodi, CA 95240 ..... (209) 369-1194 Individuals
S & G Bookkeeping 1209 W. Tokay, Suite 9 Lodi, CA 95242 ..... (209) 368-8726 Bookkeeping/Tax Services	Sass' California Gourmet Meat 620 S. Central Avenue Lodi, CA 95240 ..... (209) 333-0660 Meat	Sierra Bay Farm Credit Services P.O. Box 1387 Lodi, CA 95241 ..... (209) 334-3787 Financial
S.J.W. Construction 1744 Burgundy Drive Lodi, CA 95242 ..... (209) 333-2637 Construction/Contractors	Sato, Ken, Studio 224 W. Pine Street Lodi, CA 95240 ..... (209) 368-4633 Photography	Sierra Central Credit Union P.O. Box 691148 Stockton, CA 95201-1148 ..... (209) 943-1826 Financial
Sacramento Savings & Loan 1300 W. Kettleman Lane Lodi, CA 95242 ..... (209) 333-9291 Savings and Loan	Scales, Inc. 2443 W. Fremont Stockton, CA 95203 ..... (209) 464-9469 Scales	Sierra Spring Water 1024 Melton Avenue Manteca, CA 95336 ..... (209) 239-2777 Beverage/Bottling Company
Safeguard Business Systems 1313 N. Center Street Stockton, CA 95202 ..... (209) 465-9641 Business Systems	Schaffer, Suess & Boyd Realtors 122 N. Church Street Lodi, CA 95240 ..... (209) 368-5311 Real Estate	Simeon, Rolando G., M.D. 1117 W. Tokay Street Lodi, CA 95242 ..... (209) 333-1441 Physicians/Doctors
Sak Tel 617 E. Pine Street, Suite A Lodi, CA 95240 ..... (209) 333-8255 Telephones/Cellular	Schumacher, Weldon D., M.D. 1240 W. Vine Street, Suite A Lodi, CA 95240 ..... (209) 369-7496 Physicians/Doctors	Skylark Farms 25352 N. Cherokee Road Galt, CA 95632 ..... (209) 369-9338 Agribusiness
Sak's TV & Appliance 200 N. Sacramento Street Lodi, CA 95240 ..... (209) 368-5389 Appliance Sales	Sebastiani Vineyards-Woodbridge Cellar 4614 W. Turner Road Lodi, CA 95242 ..... (209) 339-1311 Wineries	Smart & Final Ins. Co. 147 N. Wilson Way Stockton, CA 95205 ..... (209) 464-3759 Food Stores
Sakata, Mas, Insurance 702 Porter Avenue, Suite A Stockton, CA 95207 ..... (209) 951-9961 Insurance	Seco Plumbing 2405 S. Stockton Street, Suite 1 Lodi, CA 95240 ..... (209) 333-1777 Plumbing/Supplies/Materials	Snack-Time 3487-T Orange Grove Ave. North Highlands, CA 95660 ..... (209) 339-0455 Coffee Service
Salisbury's Market 2401 W. Turner Road Lodi, CA 95242 ..... (209) 333-1180 Food Stores Catering	Security Lock & Key Service 216 S. School Street Lodi, CA 95240 ..... (209) 368-1054 Locksmith	Snelling & Snelling 1820 W. Kettleman Lane, C-2 Lodi, CA 95242 ..... (209) 334-2264 Employment
Salvation Army Thrift Store, The 121 S. Cherokee Lane Lodi, CA 95240 ..... (209) 333-9729 Thrift Stores	Segale Signs/Sign Artist 1108 Black Diamond Way, No. B Lodi, CA 95240 ..... (209) 368-7461 Signs	Snider, Randy 310 S. Ham Lane, Suite A Lodi, CA 95242 ..... (209) 333-0901 Individuals
Sam's Landscape Center 929 S. Cherokee Lane Lodi, CA 95240 ..... (209) 368-8698 Landscape Service	Seibly, Thomas J. 230 W. Elm Street Lodi, CA 95240 ..... (209) 333-6753 Individuals	Snyder's Pharmacy 208 N. Cherokee Lane Lodi, CA 95240 ..... (209) 368-1579 Drug Stores
San Francisco Ice Cream Co. 110 S. Cherokee Lane Lodi, CA 95240 ..... (209) 368-2424 Ice Cream	Seifert, Robert 8505 E. Collier Road Acampo, CA 95220 ..... (209) 368-0287 Individuals	Sonshine Nutrition Center 6 N. School Street Lodi, CA 95240 ..... (209) 368-4800 Food Stores
San Joaquin Beverage Co. 1401 S. Fresno Stockton, CA 95206 ..... (209) 948-9400 Beer Distributors	Sell Rite Market 1320 W. Lockeford Street Lodi, CA 95240 ..... (209) 368-3716 Food Stores	Soroptimists International of Lodi P.O. Box 741 Lodi, CA 95241 ..... (209) 368-2056 Organizations
San Joaquin County Historical Society 11793 N. Micke Grove Road Lodi, CA 95240 ..... (209) 368-9154 Museums	Senior Elementary School 945 S. Ham Lane Lodi, CA 95242 ..... (209) 331-7544 Schools	Sovinsky Health Center, Inc. 1822 W. Kettleman Lane, No. 5 Lodi, CA 95240 ..... (209) 368-5336 Fitness
San Joaquin County Zoological Society Micke Grove 11793 N. Micke Grove Road Lodi, CA 95240 ..... (209) 331-7270 Zoos	Servpro 1119 Lake Home Drive Lodi, CA 95242 ..... (209) 368-6119 Carpet Cleaning	Spectator 1420 W. Kettleman Lane, Suite G Lodi, CA 95242 ..... (209) 369-3636 Clothing



Speedy Sign-A-Rama, USA  
430 S. Cherokee Lane, Suite E  
Lodi, CA 95240 ..... (209) 333-8778  
Signs

St. Annes Church  
215 W. Walnut Street  
Lodi, CA 95240 ..... (209) 369-1907  
Churches

St. John's Episcopal Church  
322 W. Locust  
Lodi, CA 95240 ..... (209) 334-3381  
Churches

St. Joseph's Healthcare Clinical Laboratory  
Drawing Station  
755 S. Fairmont Avenue  
Lodi, CA 95240 ..... (209) 368-8820  
Laboratories

St. Joseph's - Omni Health Plan  
1805 N. California Street, No. 303  
Stockton, CA 95204 ..... (209) 466-6664  
Insurance

Star Market  
741 S. Cherokee Lane  
Lodi, CA 95240 ..... (209) 369-4436  
Food Stores

State Farm Insurance/Bobbi Cash  
310 S. Crescent, Suite B  
Lodi, CA 95240 ..... (209) 368-6172  
Insurance

State Farm Insurance/George Berg  
777 S. Ham Lane, D  
Lodi, CA 95242 ..... (209) 333-0555  
Insurance

State Farm Insurance/Roger Vice  
521 West Kettleman Lane  
Lodi, CA 95240 ..... (209) 339-9953  
Insurance

Statesman Mortgage & Realty Corp.  
1330 S. Ham Lane, Suite 101  
Lodi, CA 95242-3903 ..... (209) 334-9611  
Real Estate

Sternfels, Robert B., A Law Corporation  
1101 W. Tokay Street  
Lodi, CA 95240 ..... (209) 334-3777  
Attorneys

Stevens Dairy  
618 W. Turner Road  
Lodi, CA 95240 ..... (209) 369-7531  
Agribusiness

Stiles Temporary Service  
5637 N. Pershing Avenue, Suite A1  
Stockton, CA 95207 ..... (209) 478-1982  
Secretarial Services

Stockton Auto Glass  
1110 S. Cherokee Lane  
Lodi, CA 95240 ..... (209) 369-8403  
Glass

Stockton Record, The  
530 E. Market  
Stockton, CA ..... (209) 368-1331  
Publications

Stockton Savings Bank  
212 N. San Joaquin  
Stockton, CA 95201 ..... (209) 948-6870  
Savings and Loan

Stockton Savings Bank  
89 Lakewood Mall  
Lodi, CA 95242 ..... (209) 369-0206  
Savings and Loan

Stockton Savings Bank  
1150 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 334-5567  
Savings and Loan

Stockton Savings Bank  
200 N. Church Street  
Lodi, CA 95240 ..... (209) 368-8822  
Savings and Loan

Straw Hat Pizza  
550-E South Cherokee  
Lodi, CA 95240 ..... (209) 369-8284  
Restaurants  
Catering

Stubbs Paint and Body  
400 N. Cliff Avenue  
Lodi, CA 95240 ..... (209) 368-5344  
Automotive Repair

Stuffery, The  
550 S. Cherokee Lane, Suite J  
Lodi, CA 95240 ..... (209) 333-7969  
Restaurants

Sturman Jacobson Arbios Properties, Inc.  
641 S. Ham Lane, Suite A  
Lodi, CA 95242 ..... (209) 333-1881  
Real Estate

Subway Sandwiches and Salads  
420 E. Kettleman Lane, No. 1  
Lodi, CA 95240 ..... (209) 339-8571  
Restaurants

Sunwest Discount Liquors  
West Kettleman Lane & Lower Sacramento Road  
Lodi, CA 95242 ..... (209) 333-1036  
Liquor Stores

Sutler, Robert E., D.D.S.  
1101 W. Tokay Street, No. 3  
Lodi, CA 95240 ..... (209) 334-4111  
Dentists

Swanberg and Associates  
1209 W. Tokay Street, No. 10  
Lodi, CA 95240 ..... (209) 333-1993  
Real Estate Appraisers

Sweeney, Patrick, D.D.S.  
1101 W. Tokay Street, Suite 2  
Lodi, CA 95240 ..... (209) 334-0760  
Dentists

Swinney & Lucas, CPA's  
225 W. Elm Street, A  
Lodi, CA 95240 ..... (209) 334-4044  
Accountants

TIE Systems, Inc.  
1105 Kansas Avenue  
Modesto, CA 95351 ..... (209) 957-4663  
Telephone Systems

TMC Communications  
1035 Robinhood Drive, No. 101  
Stockton, CA 95202 ..... (209) 477-8888  
Telephone Systems

Taco Bell  
608 W. Lodi Avenue  
Lodi, CA 95240 ..... (209) 369-6656  
Restaurants

Talbot, M.R., & Associates  
1300 W. Lodi Avenue, Suite A-18  
Lodi, CA 95240 ..... (209) 368-9002  
Financial

Tax Management Services  
312-A South Crescent Avenue  
Lodi, CA 95240 ..... (209) 368-2388  
Bookkeeping/Tax Services

Tealbrook Gallery & Custom Frame Shop  
18911 Lower Sacramento Road  
Woodbridge, CA 95258 ..... (209) 339-8359  
Art Gallery

Temple Baptist Church  
801 S. Lower Sacramento Rd.  
Lodi, CA 95242 ..... (209) 369-1948  
Churches

Temporary Skills Unlimited  
2027 Grand Canal Blvd., No. 27  
Stockton, CA 95207 ..... (209) 476-0100  
Secretarial Services

Teresi Trucking, Inc.  
900 1/2 Victor Road  
Lodi, CA 95240 ..... (209) 368-2472  
Trucking

Thomas, R., Development, Inc.  
1209 W. Tokay Street, No. 6  
Lodi, CA 95240 ..... (209) 334-5521  
Construction/Contractors

Thompson, L.V., Farming  
21030 N. Davis Road  
Lodi, CA 95240 ..... (209) 369-2060  
Agribusiness

Thornton House, Inc.  
6 South School Street  
Lodi, CA 95240 ..... (209) 369-0130  
Home Furnishings/Interior Decorating

Thorpe, Jim, Oil, Inc.  
351 N. Beckman Road  
Lodi, CA 95240 ..... (209) 368-6175  
Petroleum Products

Three Rivers Building Supply, Inc.  
1204 E. Pine Street  
Lodi, CA 95240 ..... (209) 333-8841  
Lumber

Thrifty Drug & Discount  
300 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 369-0411  
Drug Stores

Ticor Title Insurance Company  
541 S. Ham Lane  
Lodi, CA 95242 ..... (209) 334-2294  
Title Companies

Tiger Lines, Inc.  
927 Black Diamond Way  
Lodi, CA 95241 ..... (209) 333-0298  
Trucking

Toggery, The  
28 S. School Street  
Lodi, CA 95240 ..... (209) 369-1074  
Clothing

Togo's Eatery  
305 S. Hutchins Street  
Lodi, CA 95240 ..... (209) 339-0033  
Restaurants

Tokay Bowl  
620 S. Cherokee Lane  
Lodi, CA 95240 ..... (209) 368-5164  
Entertainment (Bowling, Skating, Movies, Etc.)

Tokay Cleaners  
2525 S. Hutchins Street, Suite 9-A  
Lodi, CA 95240 ..... (209) 369-9444  
Dry Cleaners



Tokay Colony School 13520 E. Live Oak Road Lodi, CA 95240 ..... (209) 331-7438 School	Truk-N-Bus Roadside Repair 125 Houston Lane Lodi, CA 95240 ..... (209) 339-1434 Automotive Repair	Valley Vineyard & Orchard Supply P.O. Box 1042 Woodbridge, CA 95258 ..... (209) 368-8595 Farm Equipment
Tokay Electric 5430 E. Kettleman Lane Lodi, CA 95240 ..... (209) 333-2613 Electricians	Tucker Construction/Development Co. P.O. Box 1298 Lodi, CA 95241 ..... (209) 334-1219 Construction/Contractors	Van Exel, Adam, Dairy 20002 N. Thornton Road Lodi, CA 95240 ..... (209) 369-3371 Agribusiness
Tokay Glass Company 631 N. Sacramento Street Lodi, CA 95240 ..... (209) 368-3845 Glass	Turn-Key Communications, Inc. 18915 N. Hwy. 99 Acampo, CA 95220 ..... (209) 333-0440 Data Communications	Van Gaalen, Arend 15843 Tully Road Lodi, CA 95240 ..... (209) 334-5698 Agribusiness
Tokay High School 1111 Century Blvd. Lodi, CA 95240 ..... (209) 331-7990 Schools	Turner School 18051 N. Ray Road Lodi, CA 95242 ..... (209) 331-7440 Schools	Vaz, Paul E., Trucking 12586 E. Harney Lane Lodi, CA 95240 ..... (209) 334-9001 Trucking
Tokay Liquors 8 E. Lockeford Street Lodi, CA 95240 ..... (209) 369-5039 Liquor Stores	Twin Arbors Athletic Club 1900 S. Hutchins Street Lodi, CA 95240 ..... (209) 334-4897 Athletic Clubs	Veerkamp & Solari, CPA's 420 W. Pine Street, A Lodi, CA 95240 ..... (209) 368-2404 Accountants
Tokay Physical Therapy, Inc. 1210 W. Tokay Street Lodi, CA 95240 ..... (209) 333-1393 Physical Therapy	U-Save Auto Rental 218 S. Sacramento Street Lodi, CA 95240 ..... (209) 333-8728 Auto Rentals	Vennes, Hal D. 631 E. Oak Street Lodi, CA 95240 ..... (209) 333-6960 Individuals
Tokay Players 7 S. School Street Lodi, CA 95240 ..... (209) 368-2225 Organizations	U.J.'s Family Restaurant 700 E. Victor Road Lodi, CA 95240 ..... (209) 368-7593 Restaurants	Victor Fine Foods 18846 N. Highway 99 Lodi, CA 95240 ..... (209) 368-5117 Meat
Tokay Realty 314 W. Lockeford St. Lodi, CA 95240 ..... (209) 334-4994 Real Estate	U.S. Rentals 210 E. Kettleman Lane Lodi, CA 95240 ..... (209) 334-2850 Rentals-Supplies	Victor Fruit/Dole Fresh Fruit 8751 E. Highway 12 Victor, CA 95253 ..... (209) 334-2780 Fruits/Vegetables Packers/Sales
Tokay Shell Service 420 W. Kettleman Lane Lodi, CA 95240 ..... (209) 334-0568 Service Stations	Ultimate You, The 525 W. Kettleman Lane Lodi, CA 95240 ..... (209) 367-1113 Beauty/Hair Shops	Victor School 17670 N. Bruella Road Victor, CA 95253 ..... (209) 331-7441 Schools
Tokay Travel, Inc. 145 Lakewood Mall Lodi, CA 95242 ..... (209) 333-1226 Travel Agencies	United Firefighters of Lodi 210 W. Elm Street Lodi, CA 95240 ..... (209) 333-6735 Organizations	Victoria West 225 N. California Street Lodi, CA 95240 ..... (209) 367-1414 Gift Stores / Retail/Wholesale/Gift Stores
Tony's Pizzeria 514 W. Lodi Avenue Lodi, CA 95240 ..... (209) 368-9295 Restaurants	United Foreign Trade, Inc. 1300 W. Lodi Ave., Suite A-9 Lodi, CA 95242 ..... (209) 339-9901 Export & Import	Village Donuts 1301 W. Lockeford Street Lodi, CA 95242 ..... (209) 333-8340 Bakery
Tower Park Marina 14900 W. Highway 12 Lodi, CA 95240 ..... (209) 369-1041 Marinas	USA/Fashion Magic 1307 E. Pine Street Lodi, CA 95240 ..... (209) 334-1460 Manufacturers	Vinewood Community Church 1900 W. Vine Street Lodi, CA 95240 ..... (209) 369-1068 Churches
Transamerica Financial Services 701 S. Ham Lane Lodi, CA 95240 ..... Financial	Valley Auctioneering Service P.O. Box 504 Woodbridge, CA 95258 ..... (209) 369-2521 Auctioneering Service	Vinewood Family Practice, Inc. 1200 W. Vine Street Lodi, CA 95240 ..... (209) 334-3252 Physicians/Doctors
Trevena, Peters, Dlohep & Associates 1503 St. Mark's Plaza, Suite B2 Stockton, CA 95207 ..... (209) 952-2600 Real Estate	Valley Cyclery 18929 N. Lower Sacramento Road Woodbridge, CA 95258 ..... (209) 333-7176 Bicycles	Vinewood School 1600 W. Tokay Street Lodi, CA 95242 ..... (209) 331-7445 Schools
Trew Enterprises 615 N. Sacramento Street Lodi, CA 95240 ..... (209) 339-9277 Computer Services	Valley Graphix 25 N. School Street Lodi, CA 95240-2112 ..... (209) 333-0370 Printing	Vino Farms, Inc. 508 W. Lockeford Street Lodi, CA 95240 ..... (209) 334-6975 Agribusiness
Tri Valley Water Resources 7720 Lorraine, Suite 114 Stockton, CA 95210 ..... (209) 339-8004 Refuse	Valley Industries 1312 S. Stockton Street Lodi, CA 95240 ..... (209) 368-8881 Manufacturers	Vintage Limousine Service 415 Cross Street Lodi, CA 95242 ..... (209) 333-2657 Limousine Services
Triangle Pacific 300 S. Beckman Road Lodi, CA 95240 ..... (209) 334-4467 Cabinet Making/Woodwork	Valley Machine & Welding 97 S. Kelly Street Lodi, CA 95240 ..... (209) 368-7037 Welding	Waffle Shop/Country Cooking 224 N. Ham Lane Lodi, CA 95242 ..... (209) 369-5480 Restaurants



Wallace Computer Services  
1831 S. Stockton Street  
Lodi, CA 95240 ..... (209) 368-2777  
Computer Services

Wallpaper Xpress  
15 Downtown Mall  
Lodi, CA 95240 ..... (209) 339-0727  
Wallpaper

Walt's Electrical & Repair Service  
510 Railroad Avenue, Bldg. E  
Lodi, CA 95240 ..... (209) 339-9524  
Electricians

Walter's Carpets & Drapery  
2303 S. Stockton Street  
Lodi, CA 95240 ..... (209) 334-1106  
Floor Coverings

Warner, David P., Attorney at Law  
215 W. Oak Street, No. D  
Lodi, CA 95240 ..... (209) 368-5175  
Attorneys

Washington School DCH  
825 W. Lockeford Street  
Lodi, CA 95240 ..... (209) 331-7457  
Schools

Washington School  
831 W. Lockeford Street  
Lodi, CA 95240 ..... (209) 331-7451  
Schools

Weigum's Lodi Nursery  
401 N. Ham Lane  
Lodi, CA 95242 ..... (209) 369-6288  
Nursery

Weil Motors, Inc.  
2 W. Lockeford Street  
Lodi, CA 95240 ..... (209) 369-2739  
Automotive Dealers

Wells Fargo Bank  
120 W. Lodi Avenue  
Lodi, CA 95240 ..... (209) 368-8811  
Banks

Whitted & Associates  
7330 N. West Lane  
Stockton, CA 95210 ..... (209) 473-3327  
Financial

Williams, Floyd  
1217 Devine Drive  
Lodi, CA 95240 ..... (209) 333-1217  
Individuals

Wilmoth, Jon D., M.D.  
2415 W. Vine Street, Suite 105  
Lodi, CA 95242 ..... (209) 369-2728  
Physicians/Doctors

Wine & Roses Country Inn  
2505 W. Turner Road  
Lodi, CA 95242 ..... (209) 334-6988  
Bed & Breakfast Inn

Wine Country Realtors  
541 S. Ham Lane, Suite C  
Lodi, CA 95242 ..... (209) 334-5403  
Real Estate

Wisner, Gary, M.D.  
832 S. Fairmont Avenue  
Lodi, CA 95240 ..... (209) 339-1111  
Physicians/Doctors

Woman's Club of Lodi, Inc., The  
325 W. Pine Street  
Lodi, CA 95240 ..... (209) 368-4310  
Organizations

Wood Specialties  
2395 Maggio Circle  
Lodi, CA 95242 ..... (209) 333-1365  
Manufacturers

Wood Stoves, Spas & Stuff  
P.O. Box 601  
Lodi, CA 95241 ..... (209) 369-5820  
Woodstoves

Woodbridge Feed & Fuel  
18939 N. Lower Sacramento Road  
Woodbridge, CA 95258 ..... (209) 369-0266  
Restaurants

Woodbridge Golf & Country Club  
800 E. Woodbridge Road  
Woodbridge, CA 95258 ..... (209) 334-5454  
Golf Courses

Woodbridge Irrigation District  
18777 N. Lower Sacramento Road  
Woodbridge, CA 95258 ..... (209) 369-6808  
Irrigation

Woodbridge Middle School  
18500 Lilac Street  
Woodbridge, CA 95258 ..... (209) 331-7575  
Schools

Woodlake Cleaners  
2401 W. Turner Road  
Lodi, CA 95242 ..... (209) 334-1648  
Dry Cleaners

Woody's Home Improvement  
324 E. Lodi Avenue  
Lodi, CA 95240 ..... (209) 368-2062  
Remodeling

Woolworth Co.  
115 S. School Street  
Lodi, CA 95240 ..... (209) 369-3207  
Department Stores

Wright Insurance  
2100 W. Kettleman Lane  
Lodi, CA 95242 ..... (209) 334-0870  
Insurance

Wright Motors  
214 N. Sacramento Street  
Lodi, CA 95240 ..... (209) 368-1139  
Lawn and Garden Equipment

Wright's Stationers  
105 S. School Street  
Lodi, CA 95240 ..... (209) 369-2743  
Office Supplies

Wright's Business Machines  
107 S. School Street  
Lodi, CA 95240 ..... (209) 368-2783  
Office Supplies

Wulff, Hansen & Company  
1300 W. Lodi Avenue, A-10  
Lodi, CA 95242 ..... (209) 368-2737  
Investments

Xerox Corporation  
4212 N. Pershing, A-8  
Stockton, CA 95207 ..... (209) 952-2484  
Office Supplies

Yarborough, Craig S., D.D.S., Inc.  
700 S. Fairmont  
Lodi, CA 95240 ..... (209) 333-2900  
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# Lodi Business Listings

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**Bowman & Co.**  
2431 W. March Lane  
Stockton, CA 95207 .....(209) 333-0540

**David L. Duncan, CPA**  
1820 W. Kettleman Lane, Suite A  
Lodi, CA 95242 .....(209) 339-0100

**Grant Thornton, C.P.A.**  
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Stockton, CA 95201 .....(209) 948-1250

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441 S. Ham Lane, Suite C  
Lodi, CA 95242 .....(209) 333-0637

**Hahn & Bauer, C.P.A.'s**  
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Lodi, CA 95240 .....(209) 368-7183

**Jerry D. Hugo Accountancy Corp.**  
641 S. Ham Lane, B  
Lodi, CA 95242 .....(209) 369-3678

**Kirsten, Poore & Company**  
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Lodi, CA 95242 .....(209) 334-1065

**Gene McKnight, C.P.A.**  
911 Industrial Way, C  
Lodi, CA 95240 .....(209) 369-5841

**Dennis D. Morita**  
404 W. Pine Street, Suite 7  
Lodi, CA 95240 .....(209) 368-5324

**Aki Okazaki, C.P.A.**  
1209 W. Tokay Street  
Lodi, CA 95240 .....(209) 334-2401

**Sasaki Accountancy Corporation**  
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Lodi, CA 95242 .....(209) 369-3548

**Swinney & Lucas, C.P.A.s**  
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Lodi, CA 95240 .....(209) 334-4044

**Veerkamp & Solari, C.P.A.s**  
420 W. Pine Street, A  
Lodi, CA 95240 .....(209) 368-2404

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Lodi, CA 95241 .....(209) 333-1240

**Don Mann Advertising**  
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Stockton, CA 95202 .....(209) 943-1575

**Shara Guerrette Marketing Group**  
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Lodi, CA 95242 .....(209) 366-7111

**KFMR**  
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Stockton, CA 95202 .....(209) 462-5367

**Pacific Bell Directory**  
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CERTIFIED PUBLIC ACCOUNTANT



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Lodi, California 95241-2029

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Stockton (209) 465-0100

## DENNIS D. MORITA

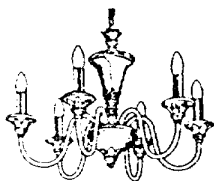
CERTIFIED PUBLIC ACCOUNTANT

LODI  
368-5324

STOCKTON  
464-1076

404 W. PINE ST., SUITE 7  
LODI, CA 95240





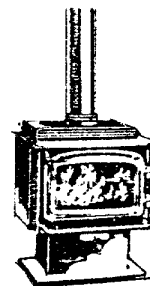
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Acampo, CA 95220 ..... (209) 333-1599

**Ag Industrial Manufacturing, Inc.**  
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Lodi, CA 95240 ..... (209) 369-1994

**Arbor Vineyards**  
15362 N. Alpine Road  
Lodi, CA 95240 ..... (209) 369-2974

**Brea Ag Service**  
6044 E. Kettleman Lane  
Lodi, CA 95240 ..... (209) 334-2732

**Alex Delu, Jr. & Sr.**  
15175 N. DeVries Road  
Lodi, CA 95240 ..... (209) 369-6130

**Farm & Industrial Supply Co.**  
1150 Victor Road  
Lodi, CA 95240 ..... (209) 339-9940

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Lodi, CA 95240 ..... (209) 334-3808

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Acampo, CA 95220 ..... (209) 334-0743

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Acampo, CA 95220 ..... (209) 369-8578

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**Lange Twins**  
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Acampo, CA 95220 ..... (209) 339-4055

**Littlehale Vineyard, Inc.**  
3434 E. Peltier Road  
Acampo, CA 95220 ..... (209) 369-7659

**Lodi Irrigation**  
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Lodi, CA 95242 ..... (209) 368-5082

**North Valley Ag Service**  
P.O. Box 885  
Victor, CA 95253 ..... (209) 369-0975

**Skylark Farms**  
25352 N. Cherokee Road  
Galt, CA 95632 ..... (209) 369-9338

**Stevens Dairy**  
616 W. Turner Road  
Lodi, CA 95240 ..... (209) 369-7531

**L.V. Thompson Farming**  
21030 N. Davis Road  
Lodi, CA 95240 ..... (209) 369-2060

**Adam Van Exel Dairy**  
20002 N. Thornton Road  
Lodi, CA 95240 ..... (209) 369-3371

**Arend Van Gaalen**  
15843 Tully Road  
Lodi, CA 95240 ..... (209) 334-5698

**Vino Farms, Inc.**  
508 W. Lockeford Street  
Lodi, CA 95240 ..... (209) 334-6975

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FAX (209) 333-7823

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Lodi, California 95240

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334-5144



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1351 W. Oak Street, No. 3  
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**Alamo Alarm Company**  
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Lodi, CA 95240 ..... (209) 369-7749

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**Bay Alarm**  
902 E. Main  
Stockton, CA 95202 ..... (209) 465-5661

**San Joaquin Fire & Burglary**  
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Stockton, CA 95205 ..... (209) 466-2549

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Stockton, CA 95269 ..... (209) 334-0830

#### AMUSEMENT RENTALS

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Acampo, CA 95220 ..... (209) 359-0732

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**Executives Communication Exchange**  
218 S. School Street  
Lodi, CA 95240 ..... (209) 369-1001

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602 Wimbledon Drive  
Lodi, CA 95240 ..... (209) 333-0111

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Lodi, CA 95240 ..... (209) 369-4716

**Kundert & Bauer**  
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Lodi, CA 95240 ..... (209) 369-2872

**Sak's TV & Appliance**  
200 N. Sacramento Street  
Lodi, CA 95240 ..... (209) 368-5389

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**Derivi/Castellanos Architects**  
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Lodi, CA 95240 ..... (209) 367-1316

**Morris & Wenell**  
222 W. Lockeford Street, Suite 9  
Lodi, CA 95240 ..... (209) 368-8258

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**Tealbrook Gallery & Custom Frame Shop**  
18911 Lower Sacramento Road  
Woodbridge, CA 95258 ..... (209) 339-8359

#### ATHLETIC CLUBS

**Twin Arbors Athletic Club**  
1900 S. Hutchins Street  
Lodi, CA 95240 ..... (209) 334-4897

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Lodi, CA 95240 ..... (209) 333-8556

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Lodi, CA 95240 ..... (209) 369-2751

**Mertz, Adams, Horstmann & Funke**  
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Lodi, CA 95240 ..... (209) 333-1414

**Mullen, Sullivan & Newton**  
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Lodi, CA 95240 ..... (209) 334-5144

**Richard R. Murphy**  
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**Robert B. Sternfels, A Law Corporation**  
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Lodi, CA 95240 ..... (209) 334-3777

**David P. Warner, Attorney at Law**  
215 W. Oak Street, Suite D  
Lodi, CA 95240 ..... (209) 368-5175

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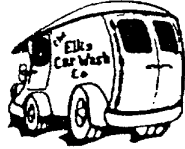
**Valley Auctioneering Service**  
P.O. Box 504  
Woodbridge, CA 95258 ..... (209) 369-2521

#### AUTO DETAILING

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820 S. Cherokee Lane  
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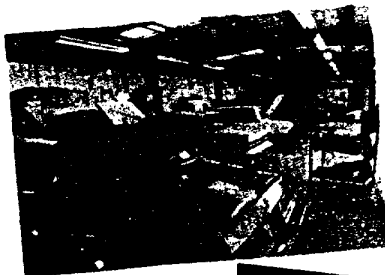
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Lodi, CA 95240 ..... (209) 334-9498

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Lodi, CA 95240 ..... (209) 334-4605

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409 E. Lodi Avenue  
Lodi, CA 95240 ..... (209) 333-2228

**Pine Auto Supply**  
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Lodi, CA 95240 ..... (209) 369-9606

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Lodi, CA 95240 ..... (209) 334-6500

**Lodi Honda**  
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Lodi, CA 95240 ..... (209) 334-6632

**Lodi Small Car Sales**  
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Lodi, CA 95240 ..... (209) 333-8811

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880 S. Beckman Road  
Lodi, CA 95240 ..... (209) 333-2233

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Lodi, CA 95240 ..... (209) 369-2739

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**Kustom Kurves Auto Body & Paint**  
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Lodi, CA 95240 ..... (209) 334-6803

**Markle Automotive**  
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Lodi, CA 95240 ..... (209) 368-5638

**Midas Muffler**  
325 E. Kettleman Lane  
Lodi, CA 95240 ..... (209) 369-5851

**Muffler Man, The**  
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Lodi, CA 95240 ..... (209) 369-5387

**Stubbs Paint and Body**  
400 N. Cluff Avenue  
Lodi, CA 95240 ..... (209) 368-5344

**Truk-N-Bus Roadside Repair**  
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Lodi, CA 95240 ..... (209) 339-1434

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Lodi, CA 95240 ..... (209) 368-5567

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203 S. School Street  
Lodi, CA 95240 ..... (209) 334-2544



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Lodi, CA 95242 ..... (209) 333-8340

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Lodi, CA 95240 ..... (209) 333-3817

**Bank of America (Vineyard Branch)**  
700 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 333-3881

**Bank of Lodi**  
701 S. Ham Lane  
Lodi, CA 95242 ..... (209) 333-1661

**Bank of Stockton**  
120 W. Walnut Street  
Lodi, CA 95240 ..... (209) 368-7125

**Central Sierra Bank**  
600 W. Lodi Avenue  
Lodi, CA 95240 ..... (209) 334-9500

**Citibank**  
229 S. Church Street  
Lodi, CA 95240 ..... (209) 369-0283

**Farmers & Merchants Bank**  
121 W. Pine Street  
Lodi, CA 95240 ..... (209) 334-1101

**Farmers & Merchants Bank (Vineyard)**  
1020 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 334-1101

**First Interstate Bank of California**  
200 S. School Street  
Lodi, CA 95240 ..... (209) 367-7100

**Great Western Bank**  
37 W. Yokuts Avenue, B1  
Stockton, CA 95207 ..... (209) 951-5489

**Pacific State Bank**  
246 E. Main Street  
Stockton, CA 95202 ..... (209) 943-7400

**Wells Fargo Bank**  
120 W. Lodi Avenue  
Lodi, CA 95240 ..... (209) 368-8811

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Lodi, CA 95240 ..... (209) 367-0434

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Lodi, CA 95240 ..... (209) 369-7872

**Beaute' Place, The**  
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Lodi, CA 95240 ..... (209) 367-1726

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525 W. Kettleman Lane  
Lodi, CA 95240 ..... (209) 367-1113

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Lodi, CA 95240 ..... (209) 368-6639

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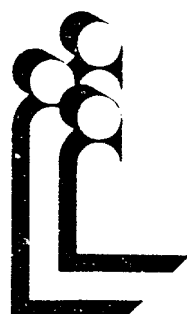
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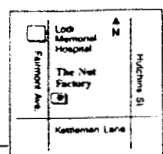
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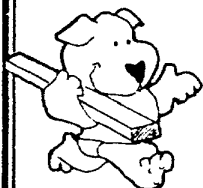
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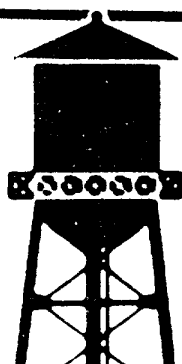
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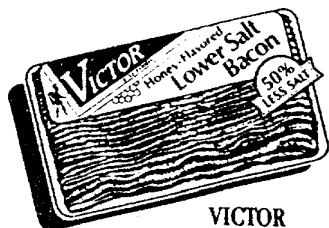
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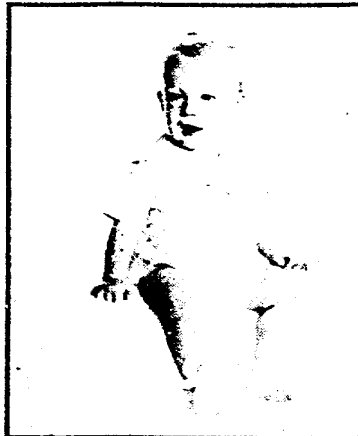
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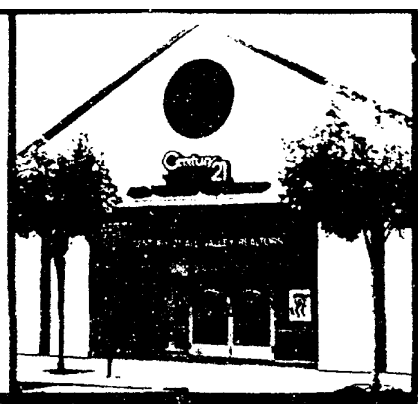
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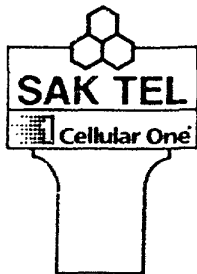
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Lodi, CA 95240 ..... (209) 368-6976

## THRIFT STORES

**Salvation Army Thrift Store, The**  
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Lodi, CA 95240 ..... (209) 333-9729

## TILE & MARBLE DISTRIBUTORS

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## TIRE SALES/REPAIRS

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**Giant Discount Tire Center, Inc.**  
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Lodi, CA 95240 ..... (209) 369-8228

**K & K Tire & Wheel**  
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**44 TRAVEL**



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**Fidelity National Title Insurance Co.**  
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**Founders Title Company**  
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Lodi, CA 95242 ..... (209) 334-2294

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#### TRAINING PROGRAM

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#### TRANSPORTATION

**Lodi Unified Transportation Center**  
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Lodi, CA 95240 ..... (209) 368-5179

#### TRAVEL AGENCIES

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Lodi, CA 95240 ..... (209) 334-3244

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Lodi, CA 95240 ..... (209) 334-3134

**L & L Travel**  
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Lodi, CA 95240 ..... (209) 339-4444

**Lodi Travel**  
1124 W. Tokay Street  
Lodi, CA 95240 ..... (209) 368-2771

**New Horizons Travel-Discount Cruise**  
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Lodi, CA 95240 ..... (209) 333-2763

**Tokay Travel, Inc.**  
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Lodi, CA 95242 ..... (209) 333-1226

#### TRUCKING

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Acampo, CA 95220 ..... (209) 368-8815

**Lodi Truck Service**  
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Lodi, CA 95240 ..... (209) 334-4100

**Mr. Trucker, Inc.**  
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Lodi, CA 95240 ..... (209) 334-3883

**Teresi Trucking, Inc.**  
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Lodi, CA 95240 ..... (209) 368-2472

**Tiger Lines, Inc.**  
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**Paul E. Vaz Trucking**  
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Lodi, CA 95240 ..... (209) 334-9001

#### UPHOLSTERY

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#### UTILITIES

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Lodi, CA 95240 ..... (209) 368-1475

**Pacific Gas & Electric**  
12 W. Pine Street  
Lodi, CA 95240 ..... (209) 369-3538

#### VETERINARY HOSPITALS

**Animal Hospital**  
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Lodi, CA 95242 ..... (209) 369-6601

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Woodbridge, CA 95258 ..... (209) 333-7010

#### VIDEO RENTALS

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**Amerigas**  
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Lodi, CA 95240 ..... (209) 334-1014

**Bill's Mobile Welding Service**  
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Lodi, CA 95240 ..... (209) 333-2177

**Valley Machine & Welding**  
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Lodi, CA 95240 ..... (209) 368-7037

## WHOLESALE/GIFT STORES

**Victoria West**  
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Lodi, CA 95240 ..... (209) 367-1414

## WINDOW FASHIONS

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## WINDOW TINTING

**Rocky Mountain Window Tinting**  
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Lodi, CA 95240 ..... (209) 369-0663

## WINERIES

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Lodi, CA 95240 ..... (209) 369-4119

**East Side Winery**  
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Lodi, CA 95240 ..... (209) 369-4768

**Guild Wineries & Distilleries**  
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Lodi, CA 95240 ..... (209) 368-5151

**Robert Mondavi Enterprises, Inc.**  
5950 E. Woodbridge Road  
Woodbridge, CA 95258 ..... (209) 369-5861

**Phillips Farms Winery**  
4580 W. Highway 12  
Lodi, CA 95240 ..... (209) 368-7384

**Sebastiani Vineyards-Woodbridge Cellars**  
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Lodi, CA 95242 ..... (209) 339-1311

## WOODSTOVES

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Lodi, CA 95240 ..... (209) 369-4716

**Wood Stoves, Spas & Stuff**  
P.O. Box 601  
Lodi, CA 95241 ..... (209) 369-5820

## ZOOS

**San Joaquin County Zoological Society**  
**Micke Grove Zoo**  
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Lodi, CA 95240 ..... (209) 331-7270

## Pacific Gas & Electric Company Stockton Division

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have any questions, please  
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GUILD WINERIES AND DISTILLERIES



## Economic Profile

### Location

Lodi, incorporated December 6, 1906, is located in San Joaquin County, 340 miles north of Los Angeles, 90 miles east of San Francisco, and 34 miles south of Sacramento.

### Transportation

Rail: main line of Southern Pacific Railway; Central California Traction Company.

Truck: 15 regularly scheduled truck lines, 90 contract carriers.

Air: United Express, U.S. Air, American "Eagle" at Stockton Metropolitan Airport 14 miles south.

Bus: Greyhound.

Highways: State Route 99, State Highway 12, Transcontinental Interstate 5.

Water: inland deepwater seaport, 14 miles south of Lodi in the city of Stockton.

### Industrial Sites

There are 554 acres in the city limits zoned for light and heavy industry. Included in the acreage total are four industrial parks. The terrain is flat and level. Drainage is good. Subsoil is capable of heavy loads and piling is not required. Sizes of water mains range from 8 to 14 inches. Sizes of sewer lines range from 8

A policy of controlled growth projects a 2% annual population increase. New development makes allowances for schools, parks, and other city services, as well as maintaining a balance between affordable housing and upper income subdivisions. Preservation of an agricultural greenbelt around the city is a major concern.

### Growth and Trends

	1989	1988	1987	1986
Population - City	50,213	49,221	45,800	43,300
Occupied Dwellings - City	19,034	18,221	17,469	16,578
School Enrollment	**22,141	**21,268	**22,000	*8,772
Total Taxable Retail Sales - City	***193,866,000	404,835,000	349,303,000	315,735,000
Population - County	460,300	449,800	435,200	423,000
Total Taxable Retail Sales - County	***1,859,872,000	3,252,697,000	3,003,239,000	2,615,210,000

	1985	1980	1970
Population - City	41,300	34,300	28,614
Occupied Dwellings - City	15,945	13,624	9,800
School Enrollment	*8,769	*7,215	*5,460
Total Taxable Retail Sales - City	252,552,000	163,983,000	50,754,000
Population - County	407,500	347,342	291,073
Total Taxable Retail Sales - County	2,483,850,000	1,873,842,000	570,158,000

Sources: California Census Bureau (State Data Center) and City of Lodi  
California State Board of Equalization (Tax Information)  
City of Lodi Planning Department  
Lodi Unified School District (Attendance)

\* Grades 1-6  
\*\* Total LUSD Enrollment  
\*\*\* 1st & 2nd Quarter Total

to 15 inches. Descriptions of sites on or off rail lines, zoned for industry, outside the city limits in other tracts of districts, or various sized sites in selected county locations available from City of Lodi Community Development Department.

### Water Supply

Supplier: City of Lodi. Maximum pumping capacity: 31,300 gal/min. Average consumption: 13.2 million gal/day.

Residential rate varies from \$8.40

per month (2 bedroom residence) to 10.08 per month (3 bedroom residence).

Multi-family rate varies from \$7.20 per month (2 bedroom residence to \$8.64 per month (3 bedroom residence).





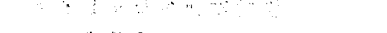
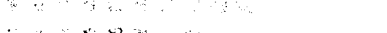

Industrial rate: metered; \$0.26 per 100 cubic feet per month. Source: groundwater (deep wells).

### Sewer Service

Name of Supplier: City of Lodi.

Capacity of sewer plant: 6.2 million

### Population - City Limits

1980		50,213
1988		49,221
1987		45,800
1986		43,300
1985		41,300
1980		34,300
1970		28,614



## Economic Profile

gal/day. Type of treatment plant: secondary, activated sludge.

Sewer service charge: varies per type of use; \$6.19 per month for 2 bedroom residence. Sewer connection charges: \$1,825 per sewer service unit (1 unit equivalent to 2 bedroom home).

### Storm Drains and Flood Control

Master plan of storm drains adopted in 1963 with subsequent revisions.

Charges assessed on following bases: industrial fee \$5,400/gross acre; residential fee \$4,050/gross acre.

### Street Improvements

Dedication requirements set by street master plan. Developer is required to dedicate to the City a minimum of 50 to 55 feet right of way on streets.

Improvement requirements: all improvements are installed by developer. City participates in costs of selected

streets. Improvements generally consist of: curbs, gutters, sidewalks, underground utilities, landscaping, etc.

### Natural Gas

Name of supplier: Pacific Gas & Electric Company. For rates applicable to the City of Lodi, contact the Pacific Gas & Electric Company office located at 12 West Pine Street, Lodi, California 95240; (209) 369-3538.

### Electric Power

Name of suppliers: Pacific Gas & Electric Company and Northern California Power Association. For rates applicable to the City of Lodi, contact the Electric Department office located at 221 West Pine Street, Lodi, California 95240; (209) 334-5634.

### Community Facilities

Health: Lodi has one general

hospital with 194 total bed capacity, 101 physicians and surgeons, six pediatricians, 48 dentists, one pediatric dentist, four orthodontists, two oral surgeons, nine optometrists, 17 chiropractors, five podiatrists, and seven convalescent and nursing homes.

Education: the Lodi Unified School District follows a year-round school calendar and is composed of 26 elementary schools, five junior high schools, two high schools, one continuation high school, one regional occupational center, and one adult school, as well as child care and special education services. There are also four parochial elementary schools, one parochial high school, and one private elementary school. There are a number of private and parochial preschools.

Community Services: there are 48 churches within the greater Lodi area, one public library, and one daily newspaper. Four television channels are received directly; local cable television services boost this total to 30. There are seven banks, four finance companies, three savings and loan companies, 64 realtors, and 85 insurance representatives.

Lodi also has its own symphony orchestra, a community theatre, and an art center. Lodi Lake Park offers swimming, boating, picnicking, and a

### Climate

Average Temperature		Rain Inches	Humidity		
Period	Mean		4 a.m.	Noon	4 p.m.
Jan.	49.6	8.07	85%	79%	64%
Apr.	63.2	2.08	64%	41%	27%
Jul.	72.2	.40	73%	47%	33%
Oct.	53.4	5.72	30%	74%	61%
Year	59.7	16.27	63%	60%	46%

Elevation: 40 Feet  
Prevailing Winds: West and Northwest

Mean Hourly Wind Speed: 8.0 MPH  
Source: National Weather Service

Lodi's climate is characterized by moderately warm summers, with few days of 100° plus heat and little to no rainfall. Breezes from San Francisco Bay contribute to cool nights and keep daytime temperatures lower than average in interior California. Winters are mild, characterized by rain and fog, with few days of lows below 32°.

### Population - San Joaquin County

1980	460,500
1988	449,800
1987	435,200
1986	423,000
1985	417,500
1980	387,342
1970	291,075



## Economic Profile

wilderness area. There are three motion picture theaters, one roller skating rink, and one bowling alley. Nearby are two county parks offering between them a zoo, nature trails, picnic facilities, a Japanese garden, and the San Joaquin Historical Museum.

The city has a total of 15 parks, 14 playgrounds, two tennis courts, three basketball courts, one handball court, two horseshoe pits, and 92 playing fields.

### Telephone

Name of suppliers: Pacific Bell, AT&T. Telephone directories may be obtained at the Lodi District Chamber of Commerce.

### Taxes, Municipal Services

Lodi has the Council-Manager type of government.

Appraised valuation 1989-90: \$1,919,775,203. County: \$15,916,410,051.

Retail sales tax: State 5%; City/County, 1.25%; total: 6.25%.

Police Department: 64 sworn personnel, eight clerks, 30 non-sworn personnel, two animal control officers, seven auxiliary officers, 13 dispatchers, seven community service officers, three park rangers, four canine teams, one narcotics canine team, one park patrol canine team, 17 police vehicles, three motorcycles, four community service vehicles, 17 sedans, two park patrol

Lodi is centrally located in a rapidly expanding market and recreation area. Travel to the Bay Area, Lake Tahoe, and Reno are within 2½ hours' driving time. Lodi is a retail trade center for northern San Joaquin County and has a strong agribusiness and economic base.

vehicles, two animal control vehicles.

Fire Department: 42 line personnel, four chief officers, two administrative clerks, one fire inspector, three stations, four 1500 gpm pumpers, one ladder truck, one 85-foot aerial platform truck, one grass rig truck and five cars.

Fire insurance classification: class 3.

### Labor Market

Area includes San Joaquin County.

Civilian labor force: 184,600

Estimated total employment: 167,300

Estimated total employment, Lodi: 25,450

The area includes a wide variety of employment possibilities: agriculture, construction, manufacturing, retail trade, real estate, government.

Unemployment rate: 9.4% annually (1989). Source: State of California Employment Development Department.

Most workers in construction and manufacturing industries are union members, while those working in retail trades, transportation, and service industries are partially unionized. Wage rates, extent of unionization, fringe benefits, and related information for specific industries and job classifications may be obtained from the State of California Employment Development Department, 631 East Oak Street, Lodi, CA 95240; (209) 333-6960.

### Total Taxable City Retail Sales

1988	\$404,835,000
1987	\$349,303,000
1986	\$315,735,000
1985	\$252,552,000
1980	\$163,983,000
1970	\$50,754,000

### Area Employers

General Mills (Cereals & Food Mixes)	897
Newco-Holz Rubber Co., Inc. (Rubber Products)	170
Pacific Coast Producers (Can Mtg. & Cannery)	
Full Time	300
Seasonal	1,500
Valley Industries (Trailer Hitches)	300
Interlake-Lodi Fab (Ind. Storage Racking)	185
U.S.A. Products Group (Cushions/Seat Covers)	125
Victor Fine Foods (Meat Processing & Packing)	550
Guild Winery (Wine, Brandy & Champagne)	212
Claude C. Wood Co. (Bldg. Mtrl., Cement, etc.)	190
Catalina (Sportswear/Swimwear)	160
Overhead Door Corp. (Metal Doors)	150
Ceco-Anderson Building Systems (Steel Bldg. Mtg.)	120
Triangle Pacific Corp. (Cabinets & Woodwork)	150
Dart Container Corp. (Styrofoam Containers)	87
Farmers & Merchants Bank (Banking)	183
Lodi Memorial Hospital (Surgery & Medical Care)	650
Lodi Unified School District (Education)	2,247
City of Lodi (Governmental)	
Full Time	380
Part Time	75
Wallace Computers (Distribution & Printing)	50
Mervyn's (Retail Trade)	170

Major raw material resources include: grapes, fruit, vegetables and gravel.

### Housing

Rentals for one and two bedroom apartments and duplexes range from \$200 to \$660 per month. Rentals for two and three bedroom houses range from \$500 to \$1,000 per month.

Sale prices of existing homes are from \$65,000 to \$170,000, with the average price of a single family residence at \$133,000.

Sales price of new subdivisions composed of condominiums and homes range from \$150,000 to \$600,000. There are 10 mobile home parks in the area.



### **FAMILIES FIND LODI AN ATTRACTIVE COMMUNITY IN WHICH TO REAR AND EDUCATE THEIR CHILDREN.**

**A**lthough the Lodi Unified School District covers more than 350 square miles, serves more than 22,000 students, and provides more than 7,000 local jobs, the quality of education is its number one priority. Current emphases for continuing curriculum

improvements include the disciplines of writing, mathematics, language arts, and science, and an increasing interest in vocational education. Several district schools are involved in school business partnerships known as B.E.T. (Business and Education Together) offered through the Lodi District Chamber of Commerce.

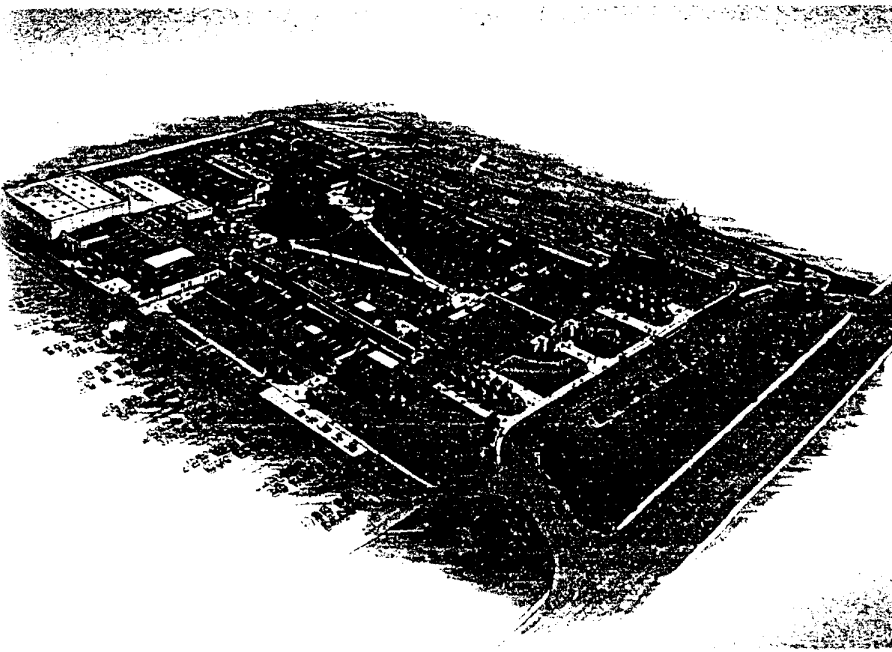
As one of the fastest growing school districts in California, L.U.S.D. has instituted year-round education programs in a majority of its schools from kindergarten through grade 12. By July of 1989 more than 90% of the students were enrolled in Y.R.E. programs.

The district offers education for pupils in 25 elementary and five senior elementary schools, and a continuation and two regular high schools. In addition, there are the Lodi Adult School and the Regional Occupational Center, as well as preschool and day care, and classes for gifted and for mentally and physically handicapped students. Coordinated into district programs are a school for pregnant minors and a ranch for troubled boys.

Although a comprehensive building program is going on, with a third high school already under construction and plans for several more elementary schools, another senior elementary, another continuation high, and a fourth high school well under way, steady and constant growth of student numbers has placed most of the district's schools on some form of year-around sessions.

In addition to this sizable public school system, Lodi has three parochial elementary schools, one parochial high school, a private elementary school, and several private and church-related nursery schools.

Higher education is available at San Joaquin Delta Community College and the University of the Pacific, both in nearby Stockton, and at state universities in Sacramento to the north and Turlock to the south.



Currently under construction, Bear Creek High School is located in the southwest portion of L.U.S.D. and will serve a rapidly growing area.



## Community Center

### **CITIZENS ARE WORKING TOGETHER TO BUILD A MODERN COMMUNITY CENTER.**

**H**utchins Street Square is Lodi's community center. Located in a quiet older neighborhood in northwest Lodi, the former high school campus is in the process of being transformed into a modern cultural and recreational center.

The development of this \$11 million project has been made possible through the leadership of the Old Lodi Union High School Site Foundation, a dedicated group of citizens who are committed to raise the funds and oversee the construction,

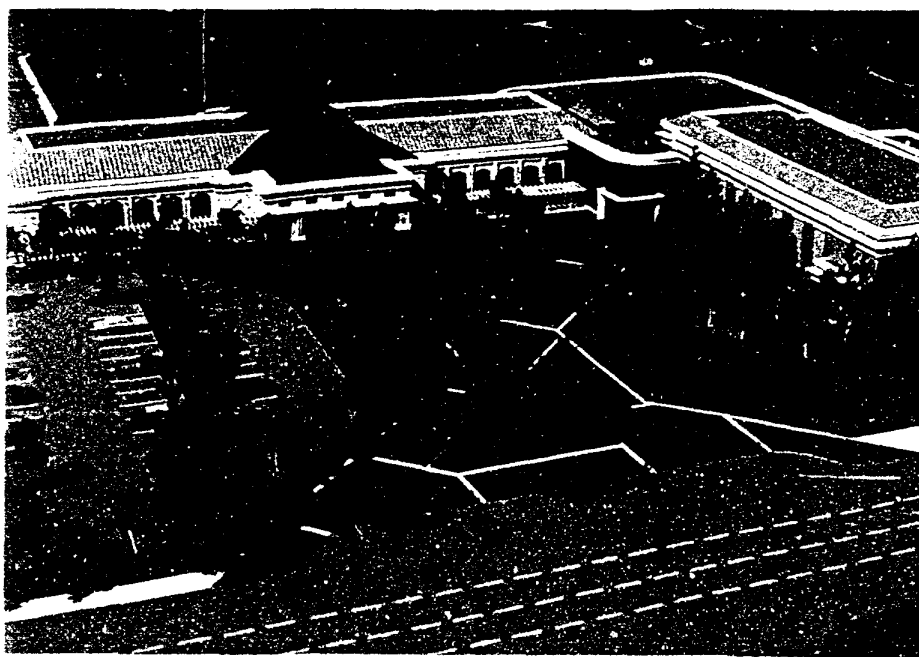
with the strong support of the Lodi City Council.

The effort began in 1979 when the Foundation acquired the property on behalf of the City of Lodi. To date, the Foundation has raised more than \$4.5 million to purchase the site, develop a master plan, coordinate a fund development program, and finance the construction of a \$250,000 three-acre park. Donations have been acquired to complete the Fine Arts Facility and a 27,000 square foot Senior Complex.

Clearly one of the Foundation's major services is not just raising money to finance the development, but also raising spirit and community awareness. Lodi's Field and Fair Day celebration each Labor Day weekend is a direct result of 2,000 volunteers creating annual fair atmosphere. Hot air balloons, entertainment, competitive races, and ethnic foods add to the excitement of a day which attracts more than 25,000 people.

Hutchins Street Square is definitely a hands-on project that touches the lives of all Lodians. Monies for development are raised through private sources.

Hutchins Street Square is headquartered at 125 S. Hutchins Street; telephone (209) 333-6782.



Begun in 1979, Hutchins Street Square has progressed steadily toward the envisioned community center, shown above.



**CONTINUALLY  
IMPROVING AND  
EXPANDING SERVICES,  
LODI MEMORIAL  
HOSPITAL HAS  
RECENTLY EMBARKED  
UPON TWO MAJOR  
CONSTRUCTION  
PROJECTS.**



**A BROAD SPECTRUM  
OF CULTURAL  
ORGANIZATIONS AND  
ACTIVITIES ARE  
AVAILABLE IN AND  
AROUND LODI.**

**C**itizens of Lodi are fortunate in having a broad spectrum of arts organizations and activities available. There is the Lodi Symphony Orchestra, offering four concerts a year. The Tokay Players, a little theater group, offers seasons of comedy, dramatic, and musical productions. The Lodi Art Center, whose member artists provide several special events including a major juried art show each spring, is open to public viewing four days a week.

**L**odi Memorial Hospital, serving Lodi since 1952, is the major health care establishment in Lodi.

In mid 1990, Lodi Memorial Hospital purchased Doctor's Hospital of Lodi. The facility is currently being utilized for inpatient physical rehabilitation, an adult chemical dependency program (New Beginnings), and short stay surgery services.

Continually improving and expanding services, Lodi Memorial has recently embarked upon two major construction projects for the Fairmont Avenue facility: the emergency department project and the Family Centered Maternity Care unit.

Lodi Memorial Hospital also provides community education classes, health

information, and an annual health and safety fair for children, called Kid Safe.

Lodi Memorial is well supported by outpatient laboratory and surgical centers and by numerous medical general practitioners and specialists. Many dentists, eye care specialists, chiropractors, and other medical resources serve the populace.

A large number of residence, rehabilitation, and nursing homes provide partial or total care as needed for the convalescing and elderly.

Ambulance and medical services are provided by Life Medical Industries, Inc., and Lodi Memorial Hospital maintains an emergency heliport to receive and dispatch patients requiring extensive medical care.



**Ronald Marks**  
Music Director/Conductor  
Lodi Symphony Orchestra

Band gives performances in Lodi under the sponsorship of the local newspaper.

Lodi has an Arts Commission which presents the annual Young Renaissance Art Show for seventh through twelfth grade students, and sponsors a children's summer theater.

There are numerous music teachers, and art classes of various kinds are available through the Recreation and Parks Department and the Lodi Adult School.

San Joaquin Delta College and University of Pacific, both in Stockton, offer musical and theatrical performances year around.



### **LODI MAINTAINS A BALANCE OF SMALL AND LARGE BUSINESSES, PROFESSIONAL SERVICES, AND INDUSTRY.**

**T**he businesses located in the central downtown area and in outlying shopping centers along major streets and some highways are capable of supplying needed goods and services not only to Lodi residents but also to those living in smaller, outlying communities.

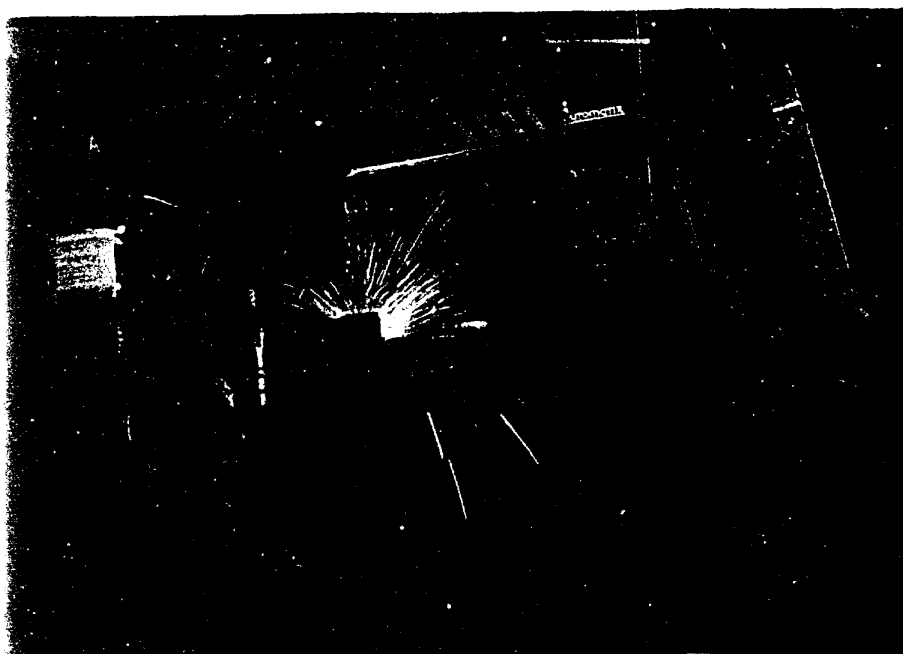
In addition to the privately-owned concerns and restaurants, there are a number of well-known chain stores, supermarkets, and eateries, all readily accessible to residents and visitors alike.

Cherokee Lane, just off Highway 99 and parallel to it, is Lodi's automobile

row and the locale of several motels. An attractive bed and breakfast inn is located on the western side of the city.

The area's largest employers after the Lodi Unified School District, are General Mills, Inc., which serves twelve western states including Alaska and Hawaii, and Pacific Coast Producers, which processes the many fruits and vegetables grown in the northern San Joaquin Valley. There are at least one hundred manufacturing plants as well, most located in industrial park areas on the southern and eastern sides of the city. Leading products include concrete mixes and piping, tire molds, sportswear, metal products, and modular building materials, as well as many packaged foods developed by General Mills and the fruits and vegetables processed by the canneries.

Lodi is a city ripe for development, with some 800 acres of land within the city limits zoned for light and heavy industrial use. The terrain, flat and level, yet with good drainage, has a subsoil capable of heavy loads, and piling for foundations is not required. Vacant parcels range in size from one to fifty acres, some already served by rail. Site data is available at the Chamber of Commerce office and at the Community Development Department at City Hall.



A robot welder at Valley Industries is just one example of modern industry in and around Lodi.



### **QUICK RESPONSE TIME AND UP-TO-DATE EQUIPMENT ARE HALLMARKS OF LODI'S EMERGENCY SERVICES.**

Lodi residents can dial 911 in emergencies, whether their needs be for police, fire, paramedics, or a combination of these services.

Police protection is amply provided by the Lodi Police Department, a force of 64 officers, seven community service officers, and seven auxiliary officers. Included are four canine teams plus one narcotics canine team. There is one canine team with the park rangers, and three park patrol officers.

Crime prevention and bicycle safety are among programs presented to local schools and citizenry, and Neighborhood Watch programs have been encouraged and are present in many of the city's residential areas.

The Lodi Fire Department maintains three firehouses, located so as to provide the best possible coverage of Lodi's environs. Backup service is available, when necessary, from the nearby Woodbridge Fire Department.



The city's modern police station is centrally located in a downtown complex that includes the jail, courts, central fire station, and city administrative offices.



K9 handlers (left to right) Mark Clary with "Sting", Harry Webb with "Baron", Larry Helwig with "Bogey", and Lance Hayden with "Casey".



### **LODI PROVIDES MODERN SERVICES TO RESIDENTS WHILE MAINTAINING A SMALL TOWN ATMOSPHERE.**

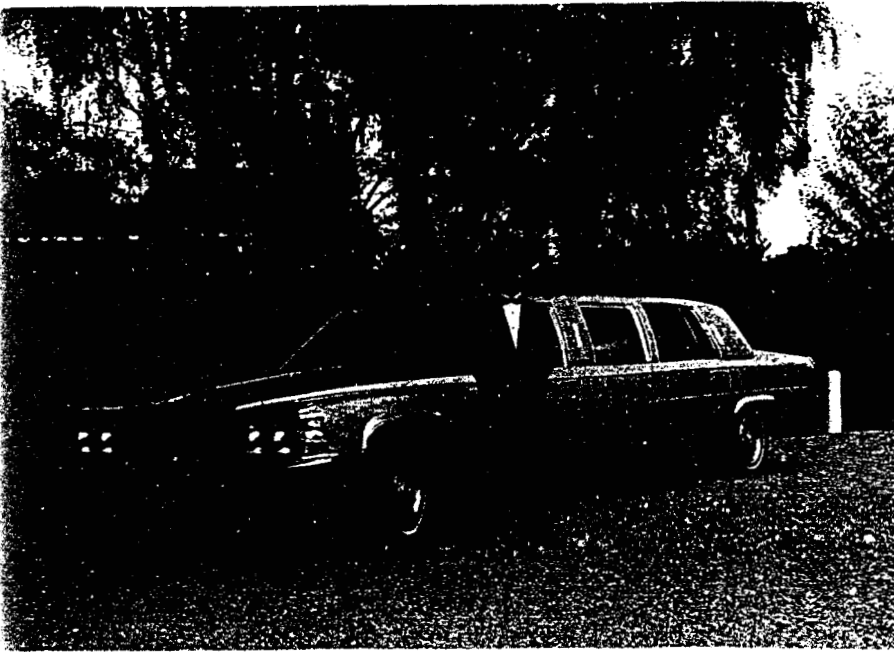
Lodi is supported by several modes of transportation. Automobile traffic channeled north and south on Interstate 5 to the west and Highway 99 to the east has the choice of several wide access roads to the city, including State Highway 12. State Highway 88 to the east provides access to the Mother Lode country via other valley towns.

Greyhound Bus Lines connects the city to the rest of the state and the nation, and Amtrak rail travel is possible from a station in nearby Stockton. A few airlines at the Stockton Metropolitan

Airport connect with major airlines in larger cities, and the Sacramento International Airport is just an hour's drive north on Interstate 5.

Locally, Lodi's citizens have the services of a taxicab company, which also provides a Dial-A-Ride service with special consideration for seniors, and a limousine rental company, providing transportation for special occasions.

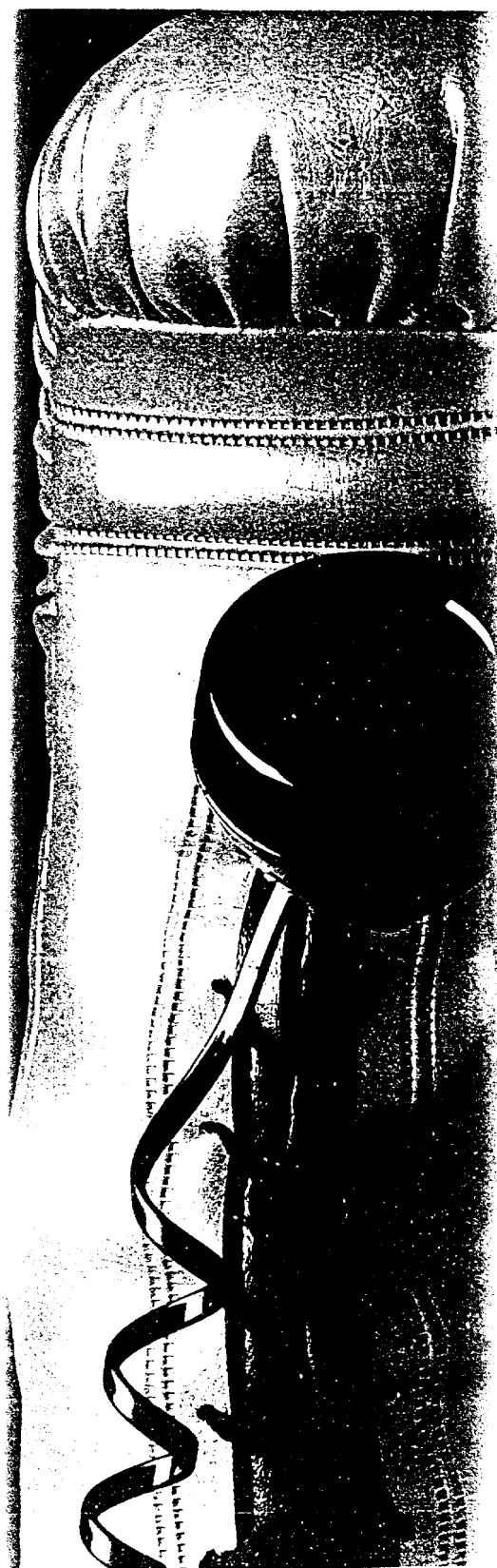
All major utilities are available in Lodi. Water, sewer, and some electric services are provided by the city, while natural gas and some electric services are supplied by Pacific Gas and Electric Company and the Northern California Power Association. Storm drains and flood controls have been installed in accordance with a city master plan. Presently under expansion, the sewer system will soon accommodate a two percent projected annual growth rate. The city also provides a leaf pickup service during the fall season. A private company contracts with the city for waste removal, including pickup of recyclable paper, cans, and glass. Proceeds from this collection go to the Lodi public schools as designated by individual participating homeowners. Summer campaigns to trim use of electricity during peak times and to direct outdoor water usage are also unique city services.



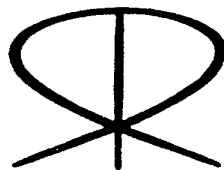
VINTAGE LIMOUSINE SERVICE

Citizens of Lodi have access to many modes of transportation within and beyond city limits.









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### **New Sierra View Mausoleum Coming in 1990.**



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